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09/26/94

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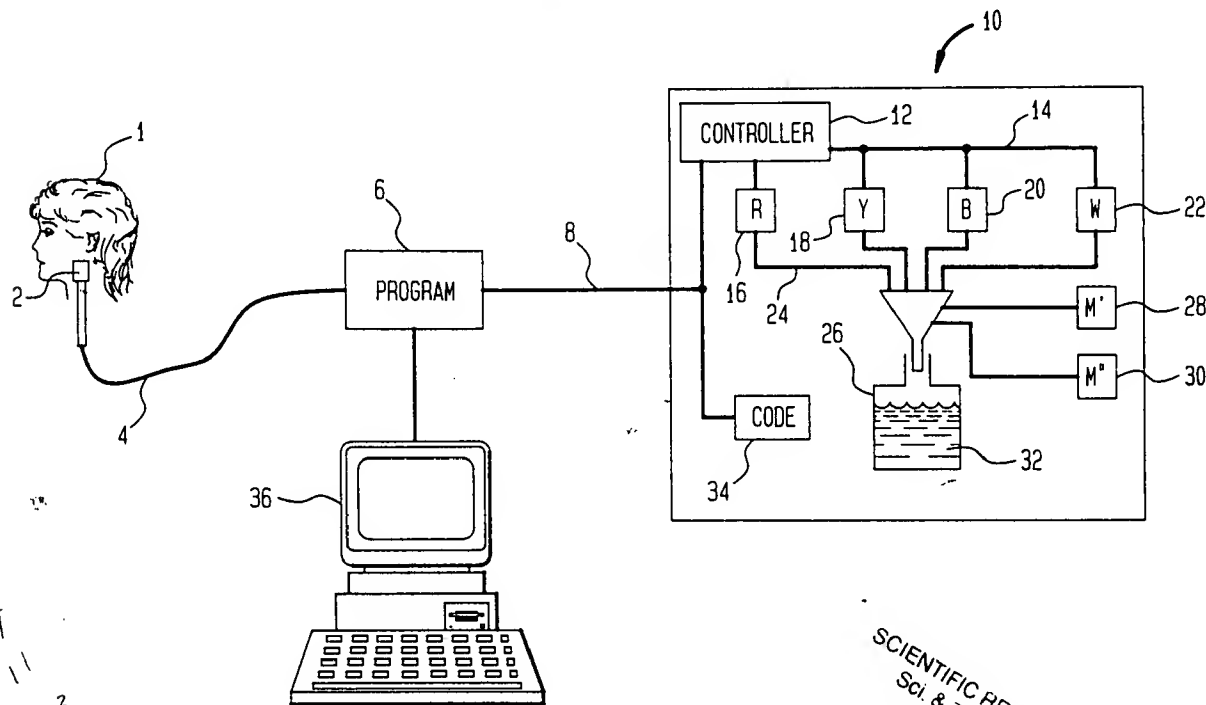
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MAIL-IT REQUESTED: SEPTEMBER 26, 1994

1003KA

CLIENT:
LIBRARY: NEWS
FILE: ALLNWS

YOUR SEARCH REQUEST AT THE TIME THIS MAIL-IT WAS REQUESTED:

(COSMETIC OR FOUNDATION OR MAKEUP OR (MAKE W/1 UP) OR ROUGE) W/25 (PIGMENT! OR
TINCT! OR TINT! OR HUE! OR COLOR! OR COLOUR!)

W/25 FACIAL! OR FACE! OR VISAG! OR SKIN!

W/25 MEASUR! OR SENS! OR ANALYZ! OR ANALYS! OR EVAL! OR DIAGNOS! OR DETERMIN!
OR COMPAR! OR DETECT! OR GAUG! OR ASCERTAIN!

AND (SKIN! W/2 COLOR OR COLOUR OR TONE)

AND PERSONALIS! OR PERSONALIS! OR INDIVIDUALIS! OR INDIVIDUALIZ!

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:

LEVEL 1...	34136	LEVEL 2...	5798	LEVEL 3...	800
LEVEL 4...	327	LEVEL 5...	12		

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*****06827*****

LEVEL 5 - 1 OF 12 STORIES

Copyright 1994 The Irish Times
The Irish Times

January 3, 1994, CITY EDITION

SECTION: WELL & GOOD; Pg. 13

LENGTH: 2240 words

HEADLINE: Shapes OF Things To Come

Gabrielle Williams covers courses to help you Look Better, Feel Fitter - with time and expense, of course

BYLINE: By GABRIELLE WILLIAMS

BODY:

... calorie intake is very important: boredom is the bogey and must be kept at bay, or eating too much can result.

Therefore my very own personalised target is set, and a period of three months allowed in which to achieve it. After that, if I get there, there is an Advanced ...

... week, unwinding, at a health farm, goodness me! The results are stunning and I'm now ready for advice on skincare, makeup, and what colours best become me. (On the other hand, if I don't know this by my age I must be extremely dense.)

...

... Seasons (@58 for an hour and a half's consultation). Small groups of women present themselves for Rosanna's analysis, and all seem to be beautifully dressed in colours that suit them perfectly. But they wish for a change, or, at least, an improvement. Rosanna attempts to explain how "findings" as to skin, eye and hair colour are taken, and, how the computer then comes up with a personal palette, and the client is given a number which is used, thereafter, when ordering make-up. Individuals are not so individual that they do not fall into one of the four seasons, though there are sub categories. One woman, gamely

...

... @36.30).

There are creams made of grape fruit, and bottles of ginseng and a regenerative collagen made of Glycolic Acid that evens out the skin colour and makes it more elastic (@44.20).

Finale: accept that achieving a state of reasonable fitness is going to require considerable ...

LEVEL 5 - 2 OF 12 STORIES

Copyright 1992 Information Access Company;
Copyright Capital Cities Media Inc. 1992
Women's Wear Daily

March 20, 1992

SECTION: Vol. 163 ; No. 56 ; Pg. T16; ISSN: 0149-5380

LENGTH: 345 words

HEADLINE: BeautiControl's new tool for growth; new method to analyze skin condition; Treatment

BYLINE: Larson, Soren

BODY:

... expects that figure to near 38,000 at the end of 1992, according to Health.

"Our emphasis is on one-on-one service and very individualized treatment programs," said Heath. "Consumers are also looking for ease and simplicity and we provide for this.

"Treatment is where the market is, there's no question," he ...

... sales at BeautiControl had been \$ 58 million.

He predicted that company sales--buoyed by strong sales of a new line of color cosmetics intended for darker skin tones along with sales initiated by Skin Condition Analysis and Eye-X-Cel, the company's newest treatment product--could be in the \$ 75 million range for 1992.

LEVEL 5 - 3 OF 12 STORIES

Copyright 1992 Information Access Co., a division of Ziff Communications Co.;
Copyright Allured Publishing Corporation 1992
Cosmetics and Toiletries

January, 1992

SECTION: Vol. 107 ; No. 1 ; Pg. 31; ISSN: 0361-4387

LENGTH: 26848 words

HEADLINE: Cosmetic research & development; includes geographical listing; Who's Who; Directory

BODY:

... Vice President, Product R&D Andrew J. Cunningham

Director, Fragrance Products William R. Troy

Director, Color Cosmetics Michael S. Dickens

Director, Product Safety/Environ.

Affairs Janice J. Teal

Director, Package Development Alex Znaiden

Director, Skin Care

Babor

Dr. Babor, GmbH Neuenhofstrasse 180 Postfach 207 5100 Aachen, Germany
Telephone 0241-52960

Products

Skin care lines, fragrances

Brands

Babor Super, Sensitive, Combination, Hydro Vita, HSR

Method of Distribution

Retail, professional/salon

R&D Laboratories

Heinz Dieter Rietfort

...

... Voss

Section Head, Product

Cosmetics and Toiletries, January, 1992

Development Cosmetics/Dietetics Peter Finkel

Sun Care Products Development

BeautiControl

BeautiControl Cosmetics, Inc. 3311-400 Boyington Drive Carrollton, TX 75006
USA Telephone 214-458-0601

1991 Product Introductions

Dose of Color, Sensuous Shadows, Unbelievable Blush, Lasting Color Lip
Color, UV, Lip + Eye Stick SPF 15, Oil Controller, Shine Tech

Products

Makeup, sun care and skin care lines

Brands

Skinlogics, Sunlogics, Microderm, Nailogics

Method of Distribution

Direct sales

R&D Laboratories

Jack Murphy

Director, R&D ...

... Georgetown Row 18519 Detroit Avenue Lakewood, OH 44107 USA Telephone
216-221-0800

Products

Fragrances, skin care, color cosmetics, sun/ski and bath products

Brands

Lash Lites, Lip Lites, Skin Musk, Sun Bloc, Weatherproofer, ...

... Egelskoog 9 1822 Alkmaar, The Netherlands Telephone 072-661300 Fax
072-620943

Products Aftershaves, shave products, color makeup, skin care, fragrances
and toiletries; private label makeup, skin care and toiletries

Brands Shave Collection, Mockba, Sourcy, Aquaskin, ...

... 0675

1991 Product Introduction

Cosmetics and Toiletries, January, 1992

Ultra Glow Facial Cleansing Bar

Products

Hair lotions, gels, pomades and sprays; skin tone creams and beauty bars

Brands

Long Aid, Ultra Glow

Method of Distribution

Retail mass distribution, mail order, ...

... York, NY 10022 USA Telephone 212-838-7080 Fax 212-754-2520

1991 Product Introduction

Individualized Sun Protection Line, Tone Balance Makeup, Precision Color Makeup Line, Line Solution Moisturizer

Products

Skin ...

... 531-8338 Fax 816-531-6979

Cosmetic Group Incorporated Division Telephone 816-531-2685

Products

Skin care, color, bath and body, and fragrance lines

Brands Luzier

Method of Distribution Direct sales, retail, mail order

Products, Cosmetic Group Skin care, color cosmetics, HBA, OTC drugs

Method of Distribution, Cosmetic Group

Contract filler, private label

R&D Laboratories

...

... Fax 718-786-3204

Affiliates include Your Name Cosmetics and Esthetic Research Group

Products

Full line of color cosmetics and skin care products

Cosmetics and Toiletries, January, 1992

Method of Distribution

Professional/salon, private label, contract filler

R&D Laboratories

David Chan

...

... Road Taipei, Taiwan Telephone 02-325-3000 Fax 02-702-6681

1991 Product Introductions

Misasa skin care and color makeup, Raquelle color makeup

Products

Skin repair, skincare, eyeshadow, blusher, lipstick, lip powder, face powder
(...

... 908-753-9548 Division of Posner Industries, Inc.

Products

Nail enamel; cosmetics; hair groom, conditioner, relaxer; skin evener;
color rinses; styling product

Brands

Fabulous Finish, Custom Blends, Light Touch, Perfect Performance, Skintona,
Rejuvatone, Posner, ...

... Shampoo, Conditioner, Hairspray, Irma Shorell Skin Lightener, Elvis
Deodorant, Shampoo Shaving Gel, Blair Afterburn Gel, Sensai Bath Gel, Chap-ans
Facial Moisturizer, Blair Silver Hair Shampoo, Everly Perfume Splash, Blair
Herbal Foot Bath

Products

Fragrances, skin care, color cosmetics

Brands

Adolfo, Albert Nipon, Sensai, Irma Shorell, Elvis, Adolfo II

Method of Distribution

Retail, mail order, contract filler

R&D Laboratories

...

LEVEL 5 - 4 OF 12 STORIES

Copyright 1991 Gannett Company Inc.
GANNETT NEWS SERVICE

October 9, 1991, Wednesday

LENGTH: 638 words

HEADLINE: TIPS ON APPLYING MAKEUP

BYLINE: MARDI BLISSARD; The Arkansas Gazette

BODY:

... cosmetics companies are streamlining their myriad choices into systems more comprehensible to the customer. The idea is to save time and costly mistakes while individualizing selections to a specific coloring.

Colour Confidence by Chanel relates the intensity of the wearer's coloring with specific color palettes and choices. Colour Coaching by Clinique, Clarion's computer and personalized color system, and Prescriptives' Color Printing also individualize color and foundation choices.

Along these lines, Avon's newest innovation is a portable, hand-held computer that analyzes the individual's answers to a few quick questions and makes specific product recommendations based on color and skin needs. (Call (800) 858-8000 for a representative near you who has a computer.)

LEVEL 5 - 5 OF 12 STORIES

Copyright 1991 Information Access Co., a division of Ziff Communications Co.;
Copyright American Cancer Society Inc. 1991
Ca

July, 1991

SECTION: Vol. 41 ; No. 4 ; Pg. 201; ISSN: 0007-9235

LENGTH: 7143 words

HEADLINE: Malignant melanoma in the 1990s: the continued importance of early detection and the role of physician examination and self-examination of the skin.

BYLINE: Friedman, Robert J. ; Rigel, Darrell S. ; Silverman, Mark K. ; Kopf, Alfred W. ; Vossaert, Katrien A.

BODY:

... generally a well-circumscribed, small (less than six mm), raised papule that is rather uniformly pigmented with a range of colors from skin-colored to tan to shades of brown and that has a smooth or rough surface. "Compound" refers to the fact that the nevus cells are both along the ...

... lesions can be monitored for life. The decision to remove any small- or medium-sized congenital melanocytic nevus must be individualized according to the patient and the particular circumstance. 46

"Dysplastic Nevi"

The so-called "dysplastic nevus" ("B-K mole," "atypical ...

... learning this important technique. Educational pamphlets for the public are also available through the American Cancer Society, the American Academy of Dermatology, and the Skin Cancer Foundation.

It may be useful for patients to measure unusual pigmented lesions and pinpoint their locations and sizes on body charts (Figs. 33 and 34). These blank body charts may also be photocopied from this ...

Copyright 1990 News World Communications, Inc.
The Washington Times

April 3, 1990, Tuesday, Final Edition

SECTION: Part E; LIFE; FAMILY LIFE; FASHION CALENDAR; Pg. E6

LENGTH: 393 words

BYLINE: Maria DiGiulian; THE WASHINGTON TIMES

BODY:

Today

* Neiman Marcus, Tysons II: Team Prescriptives offers Custom Blend and Custom Powder, services to help women determine correct foundation colors and skin-care treatments. Call for an appointment or visit the Prescriptives counter; 556-0000, ext. 318.

Tomorrow

Nordstrom, Pentagon ...

... Women's Tailored Clothing; Tadashi trunk show and informal modeling with designer representative, 11 a.m. to 3 p.m. in Individualist; Nora Noh trunk show and informal modeling of silk dresses for petites with designer representative, 11 a.m. to 2 ...

... ext. 1390; Nancy Johnson trunk show and informal modeling with designer representative, 11 a.m. to 3 p.m. in Individualist; Jessica Howard trunk show and informal modeling of spring social dresses, 11 a.m. to 3 p.m. in Town ...

... Sunday

* Nordstrom, Tysons Corner: Tadashi trunk show and informal modeling with designer representative, noon to 4 p.m. in Individualist.

* Nordstrom, Pentagon City: Nancy Johnson trunk show and informal modeling with designer representative, noon to 4 p.m. in Individualist.

Through June 30

* Beall-Dawson House, 103 W. Montgomery Ave. Rockville: The Montgomery County Historical Society ...

LEVEL 5 - 7 OF 12 STORIES

Copyright 1990 News World Communications, Inc.
The Washington Times

March 13, 1990, Tuesday, Final Edition

SECTION: Part E; LIFE; FASHION LIFE; FASHION CALENDAR; Pg. E5

LENGTH: 674 words

BYLINE: Maria DiGiulian; THE WASHINGTON TIMES

BODY:

Tomorrow to Saturday

* Bloomingdale's, Tysons Corner: Team Prescriptives offers Custom Blend and Custom Powder, services that help women determine correct foundation colors and skin-care treatments. Call for an appointment or visit the Prescriptives counter; 556-4600, ext. 4701.

Thursday

* Woodward & ...

... 3 p.m. in Gallery.

* Nordstrom, Tysons Corner: Spring dressing seminar and fashion show, 9 a.m. in Individualist.

* Lord & Taylor, White Flint: Prom fashion show hosted by Carole Randolph, director of the Young American Beauty ...

LEVEL 5 - 8 OF 12 STORIES

Copyright 1988 UMI
Copyright The Courier-Journal 1988;
Business Dateline;
The Courier-Journal

July 4, 1988

SECTION: Vol 267; No 4; Sec E; pg 1

LENGTH: 1302 words

HEADLINE: Kentuckian's Cosmetics Apply Blush of Success

BYLINE: Toya Richards

DATELINE: Elizabethtown; KY; US; Corporate officers

BODY:

... native Susan Rainey's cosmetics line is slowly climbing the ladder toward success.

Titled Susan Rainey, the hypo-allergenic color and skin-care line has made it into department stores in Elizabethtown, Owensboro, Louisville and Terre Haute, Ind., in three ...

... a makeup counter by trained professionals. Profile cards are kept on each woman that stops by.

"Everyone's individualized," Rainey noted.

At the counter, Rainey also has carried over a portion of her color-analysis business by providing color ...

... Lexington and Cincinnati, and did wardrobe consulting for Martha Layne Collins when she was Kentucky governor.

Rainey stopped working with Collins to start her cosmetics business.

The items in her line are designed for women of all colors and from all walks of life who have sensitive skin.

Formulated by a lab in New York, the products are all fragrance-free, water-soluble and void of possible ...

LEVEL 5 - 9 OF 12 STORIES

Copyright 1988 Information Access Company;
Copyright American Society of Plastic and Reconstructive Surgeons
Pamphlet by: American Society of Plastics and Reconstructive Surgeons Inc.

July, 1988

SECTION: Pg. 1

LENGTH: 1606 words

HEADLINE: Camouflage cosmetics; post-surgical makeup techniques; pamphlet

BODY:

When Should You Use Cosmetics?

Though your surgeon will individualize your timetable, the general rule of thumb is that you can apply cosmetics to cover discoloration or disguise swelling one to two days ...

... Though some men are initially reticent, makeup that is applied correctly need not be apparent.

What Products Should Be Used?

Even if you have never had sensitive skin, now is the time to pay attention to product purity. Anything you put on your face during this healing period should be hypoallergenic and fragrance free. If you are satisfied with the products you are presently using you can continue using them, but purchase new ones with new applicators so you know they are as hygienic as possible.

What Cosmetic Techniques Are Available?

There are three basic cosmetic techniques used for camouflage:

- * Concealing to cover incision lines and discoloration.
- * Color Correcting to bring a reddish or yellow discoloration back to a more neutral skin tone.
- * Contouring to create the illusion of dimension in areas that are swollen.

CONCEALING

Incision Marks--Whenever possible, incisions are made where they will ...

... correcting technique described later in this brochure.

What To Use

The first objective in applying makeup is to even out your skin tone. This is usually done by using a fluid foundation that matches your natural coloring. These foundations, however, are too sheer to cover anything ...

... enough so that it doesn't pull or drag on your skin. If possible, try to find one that matches your skin tone.

Pamphlet by: American Society of Plastics and Reconstructive, July, 1988

How To Apply

- * Be sure your hands and any applicators are clean.

- * Put a dab of concealer in the palm of your ...

... apply sparingly. Two thin layers often look more natural than one thick one.

- * If the concealer matches your skin tone, there is no need to go over it with your foundation. If not, you'll need to cover it, as well as the rest of your face, with foundation to achieve an even skin tone. But be sure to pat the foundation on gently to avoid removing the concealer; then proceed with your usual makeup routine.

Notes ...

... sets the makeup and takes away the shine.

- * During this healing period, "less is more." Once you've evened out your skin tone, try to use as little additional makeup as possible. Also, avoid bright colors so as not to call attention to the bruised areas.

...

... fades you will no longer require the opacity of a concealer, but you may still need something to bring your skin tone back to its natural color. Also, after a chemical peel or dermabrasion, the new skin is initially red and then pink. You'll want ...

... color corrector is less opaque than a concealer. While it is the consistency of a sheer foundation, it is tinted to adjust skin tone. For instance, lavender underbase is normally used to adjust a sallow complexion, and yellow-green to cover red, spotty ...

... on over the discolored area.

- * When using a color corrector, always cover it with a foundation that matches your skin tone. Pat the foundation over the underbase using a fresh sponge to be sure it is free from any residue of the correcting color.

- * Be ...

... areas appear to come forward and dark areas appear to recede.

What To Use

Highlighter should be about two shades lighter than your skin tone; contour shadow should be about two shades darker. Normally these products are not labeled highlighter or contour. If you are happy with your foundation, you ...

LEVEL 5 - 10 OF 12 STORIES

Copyright 1988 Information Access Co., a division of Ziff Communications Co.;
Copyright American Society of Plastic and Reconstructive Surgeons
Pamphlet by: American Society of Plastics and Reconstructive Surgeons Inc.

July, 1988

SECTION: Pg. 1

LENGTH: 1574 words

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BODY:

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LEVEL 5 - 11 OF 12 STORIES

Copyright 1987 Information Access Co., a division of Ziff Communications Co.;
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Health

December, 1987

SECTION: Vol. 19 ; No. 12 ; Pg. 37; ISSN: 0279-3547

LENGTH: 4077 words

HEADLINE: Indulge! spoil yourself with luxurious beauty routines, body stretches & lush foods; includes recipes

BYLINE: Wiley, Kim Wright ; Fox, Marisa ; Farah, Adelaide P. ; Livermore, Beth

BODY:
... shampoo made from honey and almond or mint is used at each visit.

Since each series of treatments entails an individualized and sizable time commitment, you should pick a place where you feel comfortable, At the Pierre Michel/Lancome Institute in New ...

... powder is a must for all complexions. If your skin is less than perfect, try a foundation that's as close to your skin tone and type while staying as light as possible, advises Cantello. Besides camouflaging flaws, foundation puts a protective layer ...

... take no more than 10 minutes and, as Cantella says, "The less you apply, the fewer mistakes you're apt to make."

Prescriptives analysts at department stores throughout the country can prepare a Bare Essentials beauty kit for HEALTH readers. Through their Colorprinting method, they can find your skin's undertone and then match a foundation to it. They consider your skin condition to create just the right moisturizer. Then they choose which blush, eye pencil and lip colors are most flattering. This color wheel may just be your wheel of fortune in 1988! FACING A MORE FABULOUS YOU

The holidays are the worst time to ...

LEVEL 5 - 12 OF 12 STORIES

Copyright 1987 The Times Mirror Company
Los Angeles Times

February 16, 1987, Monday, San Diego County Edition

SECTION: View; Part 4; Page 1; Column 1; View Desk

LENGTH: 2418 words

HEADLINE: COLORFUL CAREER OF AN IMAGE CONSULTANT;
BOTH WOMEN, MEN FIND NEW SELVES IN COORDINATED HUES

BYLINE: By JUDITH P. JOSEPHSON and EDITH H. FINE

DATELINE: SAN DIEGO

BODY:

... by the droves. Holiday bubbles with tips to bring out the best in everyone through using color to enhance natural skin tone, and specific design principles to highlight the individual's personal style.

Holiday is part of a growing phenomenon -- the burgeoning field of image consulting, which encompasses not only color, but style, wardrobe, attitude, body type -- the total look. Consultants, many with thousands of clients, analyze people's colors at homes, beauty salons, cosmetic counters and work seminars. Consumers are becoming better educated about color and style, and banks and other businesses have embraced the concept to ...

... brimming basket, draping different people, showing how some colors and prints work and some don't. Depending on skin tone, a softly swirled blue floral print makes one woman look like a "sofa," another "a ...

... quick wit attracts 20-25 people. The \$275 package includes an individual color and makeup session, an individualized "color fan," four 2 1/2-hour evening classes and a notebook with course materials, quotes, written ...

... uninitiated could see that the purple drained Michelle's naturally attractive features. "I've always had trouble with my red hair and yellow skin tone."

Miller attended all four classes, took an additional Saturday workshop and shopped with Holiday's guidance.

"I look ...

... class."

Before classes begin, each client has an individual color session. Seated in natural daylight, without makeup, the person is draped with a neutral cloth. From stacks of trays holding 5,000 inch-square colored material swatches, Holiday chooses samples to hold against the cheek in a systematic order. Holiday or her assistants gauge whether or not the skin changes color.

Holiday's system is based on scientific principles of color interaction derived from the Muncell color wheel, a numerically defined color system.

Los Angeles Times, February 16, 1987

Colors which bring out gray, green or yellow skin tones are eliminated.

"We start with the reds because red's a color that will bring out the green (in the skin). Red and green intensify ...

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*****-----*****
*      19 PAGES      521 LINES      *
*  10:55 A.M. STARTED  11:01 A.M. ENDED  *
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*      EEEEE      N      N      DDDD      *
*      E      N      N      D      D      *
*      E      NN     N      D      D      *
*      EEE      N      N      D      D      *
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TINCT! OR TINT! OR HUE! OR COLOR! OR COLOUR!) W/25 FACIAL! OR FACE! OR
VISAG! OR SKIN! W/25 MEASUR! OR SENS! OR ANALYZ! OR ANALYS! OR EVAL! OR
DIAGNOS! OR DETERMIN! OR COMPAR! OR DETECT! OR GAUG! OR ASCERTAIN! AND
(SKIN! W/2 COLOR OR COLOUR OR TONE) AND PERSONALIS! OR PERSONALIS! OR
INDIVIDUALIS! OR INDIVIDUALIZ!

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:

LEVEL 1... 12

LEVEL 1 PRINTED

THE SELECTED STORY NUMBERS:

2,4,6

DISPLAY FORMAT: FULL

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LEVEL 1 - 2 OF 12 STORIES

Copyright 1992 Information Access Company;
Copyright Capital Cities Media Inc. 1992
Women's Wear Daily

March 20, 1992

SECTION: Vol. 163 ; No. 56 ; Pg. T16; ISSN: 0149-5380

LENGTH: 345 words

HEADLINE: BeutiControl's new tool for growth; new method to analyze skin condition; Treatment

BYLINE: Larson, Soren

BODY:

NEW YORK--The mid-January introduction of a new method to analyze skin condition has helped boost sales at BeutiControl Cosmetics, Inc., according to Richard Heath, president and chief executive officer of the Dallas-based direct-selling company.

First-quarter sales totaled \$ 14 million, a 29 percent increase over the first quarter of 1991.

The new service, called Skin Condition Analysis, uses patented Skin Sensors. They are small, adhesive patches that are applied after cleansing to determine in five minutes the relative dryness or oiliness of a client's skin, according to executives.

The appearance of small spots on the sensor indicates the degree of oiliness.

A salesperson then recommends a regimen of treatment products to fit individual specifications.

The analysis is free of charge, and new sensors for self-service updating are sent to participants four times a year after the initial consultation.

"Outside of a clinical laboratory, we can provide the most accurate way of determining skin types, and in a lot less time," said Clifton Sanders, senior vice president of research and development at BeutiControl.

BeutiControl increased its sales staff from 24,000 to 30,000 last year, and expects that figure to near 38,000 at the end of 1992, according to Heath.

"Our emphasis is on one-on-one service and very individualized treatment programs," said Heath. "Consumers are also looking for ease and simplicity and we provide for this.

"Treatment is where the market is, there's no question," he continued. "Skin-care products made up 30 percent of our sales last year, but with the new introductions, they made up 47 percent this January."

According to Heath, total 1991 sales at BeutiControl had been \$ 58 million.

Women's Wear Daily, March 20, 1992

He predicted that company sales--buoyed by strong sales of a new line of color cosmetics intended for darker skin tones along with sales initiated by Skin Condition Analysis and Eye-X-Cel, the company's newest treatment product--could be in the \$ 75 million range for 1992.

SIC: 2844 Toilet preparations ; 5963 Direct selling establishments

IAC-NUMBER: IAC 12059727

IAC-CLASS: Trade & Industry

LANGUAGE: ENGLISH

LOAD-DATE-MDC: December 28, 1993

LEVEL 1 - 4 OF 12 STORIES

Copyright 1991 Gannett Company Inc.
GANNETT NEWS SERVICE

October 9, 1991, Wednesday

LENGTH: 638 words

HEADLINE: TIPS ON APPLYING MAKEUP

BYLINE: MARDI BLISSARD; The Arkansas Gazette

BODY:

It's not only new color, but also how it's applied that adds up to a fresh fall face. Lips are still in focus, but makeup artists are avoiding the sharp-edged, precise mouth of last season for a softer, rounder version still bright with color.

Whether the lips or the eyes have it this season is open to question. Some makeup experts dictate that they be emphasized equally.

Fernand Aubrey suggests deeper color in the crease of the eye and a lot of blending to make more prominent eyes seem less dominant to balance with lips, says Patti Brown of J.C. Penney.

"The idea is for someone to say, 'What gorgeous eyes you have,' but not really notice the makeup."

Stendhal, on the other hand, advises accenting the better of the two features.

Diana Williams of Prescriptives believes the eyelid is the most dominant thing. The richest color goes there instead of the lips. There's a consensus, though, that cheeks should be very natural-looking with only the barest hint of color. Lancome's description of the fall face is typical of how makeup is applied this season: eyes done in subtle color, brows aristocratically arched, lips and nails in rose, plum or berry and cheeks not colored but contoured.

For emphasis on the eyes, false eyelashes and liquid liner are making a comeback, but only for top lids and applied in more subtle ways than in the '60s. Maybelline makeup artist Stan Place says the doe-eyed look definitely is au courant, but should remain soft.

"We're doing a lot of liner, a lot of liquid liner, and especially the cake formulas," says cosmetics consultant Pegie Spencer.

Spencer likes the new technique of sweeping an earth-tone or neutral La Prairie shadow all over the lid up to the brow.

The area under the brow bone used to be the place for light shadow, but now we're doing darker shadow and using more horizontal strokes. She also notes the trend toward more filling in and shaping of the eyebrow.

"Women don't want complicated techniques. They're learning that if they do more with an eyebrow, it will frame the eye, so they don't need as much emphasis on the eye itself. Foundation, lipstick and eye shadows in unshiny, unfrosted,

1991 GANNETT NEWS SERVICE, October 9, 1991

matte formulas are the standard, although shine for evening is an option. Pace-setting Chanel is still very matte," says cosmetics consultant Annette Connaway.

"The shadows are very silky and easy to apply, she says, and the lipsticks are completely matte for a wonderful, wonderful look. They stay on extremely well, too." Chanel's new Rouge Extreme lipstick in six shades has a high concentration of lip color with an ultra-matte finish.

J.C. Penney's Brown says the new matte foundations ensure a no-shine finish every time.

Fernand Aubry's new matte formula comes in a pump; Almay's, which is hypoallergenic, is in a tube, she notes.

Chanel's matte makeup is an oil-free formula that imparts a soft, matte appearance and natural-looking, light coverage, but it also absorbs excess oil on the skin to counteract shine.

Another interesting trend is that cosmetics companies are streamlining their myriad choices into systems more comprehensible to the customer. The idea is to save time and costly mistakes while individualizing selections to a specific coloring.

Colour Confidence by Chanel relates the intensity of the wearer's coloring with specific color palettes and choices. Colour Coaching by Clinique, Clarion's computer and personalized color system, and Prescriptives' Color Printing also individualize color and foundation choices.

Along these lines, Avon's newest innovation is a portable, hand-held computer that analyzes the individual's answers to a few quick questions and makes specific product recommendations based on color and skin needs. (Call (800) 858-8000 for a representative near you who has a computer.)

LANGUAGE: ENGLISH

LEVEL 1 - 6 OF 12 STORIES

Copyright 1990 News World Communications, Inc.
The Washington Times

April 3, 1990, Tuesday, Final Edition

SECTION: Part E; LIFE; FAMILY LIFE; FASHION CALENDAR; Pg. E6

LENGTH: 393 words

BYLINE: Maria DiGiulian; THE WASHINGTON TIMES

BODY:

Today

* Neiman Marcus, Tysons II: Team Prescriptives offers Custom Blend and Custom Powder, services to help women determine correct foundation colors and skin-care treatments. Call for an appointment or visit the Prescriptives counter; 556-0000, ext. 318.

Tomorrow

Nordstrom, Pentagon City: Lunch-hour seminar on scarf tying and accessorizing, noon. Box lunches available for purchase in Women's Tailored Clothing; 415-1121, ext. 1480.

Thursday

* Bloomingdale's, White Flint: Hino and Malee trunk show and informal modeling with designer representative, 1 to 4 p.m. in Bloomingdale's NOW.

Friday

* Bloomingdale's, White Flint: Kanae Ikai trunk show and informal modeling with the designer. All day in Bloomingdale's NOW.

* Nordstrom, Tysons Corner: Berek Sweaters trunk show and informal modeling with designer representative, 5:30 to 8 p.m. in Women's Tailored Clothing.

Saturday

* Nordstrom, Pentagon City: Berek Sweaters trunk show and informal modeling with designer representative, noon to 3 p.m. in Women's Tailored Clothing; Tadashi trunk show and informal modeling with designer representative, 11 a.m. to 3 p.m. in Individualist; Nora Noh trunk show and informal modeling of silk dresses for petites with designer representative, 11 a.m. to 2 p.m. in Petite Focus.

* Nordstrom, Tysons Corner: A fashion show of dresses and suits appropriate for a spring or summer wedding at 10 a.m.; third floor, 761-1121, ext. 1390; Nancy Johnson trunk show and informal modeling with designer representative, 11 a.m. to 3 p.m. in Individualist; Jessica Howard trunk show and informal modeling of spring social dresses, 11 a.m. to 3 p.m. in Town Square; Albert Nipon trunk show and informal modeling of spring dresses for petites, 11 a.m. to 2 p.m. in Petite Focus.

The Washington Times, April 3, 1990

Sunday

* Nordstrom, Tysons Corner: Tadashi trunk show and informal modeling with designer representative, noon to 4 p.m. in Individualist.

* Nordstrom, Pentagon City: Nancy Johnson trunk show and informal modeling with designer representative, noon to 4 p.m. in Individualist.

Through June 30

* Beall-Dawson House, 103 W. Montgomery Ave. Rockville: The Montgomery County Historical Society presents an exhibit of Maryland bridal gowns featuring undergarments and accessories from 1803 to 1940. Tuesday to Saturday, noon to 4 p.m. Admission \$2.

LANGUAGE: ENGLISH

* 7 PAGES 169 LINES *
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LEVEL 5 - 1 OF 16 STORIES

Copyright 1994 Information Access Co., a division of Ziff Communications Co.;
Copyright Allured Publishing Corporation 1994
Cosmetics and Toiletries

April, 1994

SECTION: Vol. 109 ; No. 4 ; Pg. 61; ISSN: 0361-4387

LENGTH: 3037 words

HEADLINE: Color system software; making color instrumentation practical; in the development of cosmetics

BYLINE: DeGroff, James T.

BODY:

Computerized color measurement instruments have been used by the cosmetics industry to support traditional visual color and appearance assessment both in the product development process and to control color once color standards have been established. Color formulation and quality control software packages have been developed to provide easy-to-use color measurement and data analysis tools that operate on a personal computer.

During product development, such products as foundation, lipstick, nail polish and hair coloring are judged almost entirely by their color and appearance as applied to the skin, nails, or hair. Once a formulator has made the product formulation decision, a line of colors must be developed to meet various skin, nail, or hair color matches or styles. The product formulator must then blend the matches and define the product colorings. When the line is approved, ...

... instruments are designed to generate a predictable light source in the range of light energy where the human responds to this phenomenon called color, and to measure the light energy that is either reflected or transmitted. (Our visual senses respond only to radiation in the 400 to 700 nm range of the spectrum. This range is commonly referred to as the visible spectrum.) Powders, foundation, lipstick, nail polish, mascara, skin and hair are measured by a reflectance instrument, while perfumes and other clear liquids and films are best measured by transmission (Figure 1).

In the cosmetics industry, color is measured by colorimeters and spectrophotometers available from a variety of manufacturers. Colorimetry deals theoretically with the way a human perceives color based on a broad-band red, green, blue response. Filter colorimeters attempt to emulate this response using ...

... not work well on high-chroma colors, such as those used in lipsticks and nail color; however, they worked fine for foundations and powders. These instruments were crude by today's standards, but they did allow the user to put numbers on colors and were considered adequate as long as physical samples were available to represent the target color and the test color. However, they did not provide absolute measurement data, which is particularly important when measuring samples of skin or hair, and materials that change rapidly when applied. Spectrophotometers do provide absolute data, and have also been much more consistent in the area of high- ...

... development of a new class of portable, color-measuring instruments possible. Their compactness and cost-saving advantages will bring color measurement of skin and hair products into a new range of practicality.

Color Theory

Color, as perceived by the human eye, starts with the retinal ...

... root of the sum of the squares of any of the color difference equations). This and future equations promise to increase the accuracy of predicting color matches with computerized color systems. CIELAB, LCh and CMC are currently the most commonly used color difference calculations for close tolerance ...

... for correction.

Portable instruments, used with this color management software, allow B&D and marketing to gather data on skin and hair color for further analysis. In the lab, this new color system software provides the computer tools to measure color for all types of cosmetic materials, to analyze the data and make predictions for a variety of "what if" scenarios. It provides the latest colorant formulation and match logic for formulating new products and improving the cost of existing products. Once the product has been released to production, the program allows data collection and analysis for inplant QC and for custom manufacturers, as well as providing tools for data collection and conversion, should proprietary programs or ...

... rework of waste batches, matching of competitors' colors, development of new lines and support of plant production. When different materials are used--whether they are colorants, bases or additives--new samples may be required to recharacterize the colorant system. This color formulation technology is currently being adapted for applications in the merchandising of cosmetic products. It is now technically feasible to measure the customer's skin at the point of purchase and match it with foundation. Salons can use this technology to measure the customer's hair color, identify the hair color desired and provide the procedures and materials required to change from the one hair color to another. Lipsticks and other cosmetics can be matched and formulated while the customer waits. These scenarios become even more practical when this formulation technology is combined with a ...

LEVEL 5 - 2 OF 16 STORIES

Copyright 1993 Information Access Company;
Copyright Working Woman Inc. 1993
Working Woman

May, 1993

SECTION: Vol. 18 ; No. 5 ; Pg. 78; ISSN: 0145-5761

LENGTH: 1463 words

HEADLINE: The new soft sell; retail sales

BYLINE: Heller, Anne

BODY:

... five to seven products typical in 1988 to two to four products. At the Prescriptives class, the women, called "beauty analysts", are told again and again that their most desirable initial sale is a maximum of three products - either from the skin-care line or from the huge selection of "exact-match" color products, which includes more than 100 shades of foundation.

Satisfying the service component largely means guiding new customers through the maze of colors and products Prescriptives has to offer. (To that end, salesladies-in-training spend an afternoon session learning art-school techniques for "exact-matching" every tone, depth of color and quality of skin.) Another element: asking customers probing, sisterly questions about their looks, like "What is your biggest beauty fear?," or gaining their ...

... back, you can't get into a fight about it - it's not really your customer." However, regular visits from training supervisors and computerized cash registers that record the number of products sold per transaction probably keep Prescriptives analysts from acting on any ...

LEVEL 5 - 3 OF 16 STORIES

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Copyright Allured Publishing Corporation 1993
Cosmetics and Toiletries

January, 1993

SECTION: Vol. 108 ; No. 1 ; Pg. 102; ISSN: 0361-4387

LENGTH: 14367 words

HEADLINE: Testing laboratories; alphabetical list of cosmetics labs; includes geographic listing; Who's Who; Directory

BODY:

... facility, or complete turnkey instrumental studies can be arranged at our affiliate test sites.

Laboratory specialties

Skin type evaluation service for clinical test panel quality control. Computerized assessment of skin dryness and oiliness using D-Squame R skin surface sampling discs and Sebutape R sebum measuring patches. Skin surface replica evaluation for topographical features such as wrinkles and texture, electrical properties and color reflectance measurements.

Comments

BioNET is directed by Dr. David Miller, bringing 20 years of expertise in skin biophysical assessment in the medical and cosmetic industry to the design and execution of the client's instrumental skin evaluation study. BioNET provides unique value-added technology for strengthening clinical studies conducted at the client's selected ...

... areas. Facilities are available for inhalation, photobiology and moisturization testing. Hot room, jacuzzi, indoor pool available. Fully computerized. In-house IRB, IACUC and Quality Assurance Unit.

Laboratory specialties

Non-invasive instrumental methods; animal testing; ...

... clinical research laboratory equipped with state-of-the-art instruments, including ballestometry for skin firmness, skin impedance meters, skin color measurement via Minolta Chromo Meter and University-based SEM and Image analysis. Access to geriatric subjects, acne-prone ...

... in 1972. All protocols submitted to IRB; clinical research supervised by MDs. Large number of panelists in computerized database for rapid start of test protocols.

Essex Institutional Review Board, Inc.

10 Apgar Way Lebanon, ...

Cosmetics and Toiletries, January, 1993

... 2. GBL is certified by the American Association of Laboratory Accreditation (AALA), which accredited GBL per ISO Guide 25. Computerized report tracking.

Comments

Founded in 1970. Alternative toxicity established in 1979. Contract testing laboratory. Member, ...

... 26-bed clinical studies center. Cutaneous biology laboratories for safety/efficacy evaluations; physician exam rooms, computerized database of more than 1,000 human subjects for selected study panels; 20,000 sq. ft. of modern office and computer ...

... pharmaceuticals, skin care products, consumer diagnostics, and cosmetics; hot room antiperspirant testing.

Comments

Founded in 1985. Computerized database of more than 8,000 panelists.

Weber Laboratoris, Inc.

3605 West MacArthur Blvd #712 Santa Ana, CA ...

LEVEL 5 - 4 OF 16 STORIES

Copyright 1992 Essence Communications, Inc.
Essence

July, 1992

SECTION: BEAUTY; Products; Pg. 16

LENGTH: 769 words

HEADLINE: fast takes

BYLINE: ELSIE B. WASHINGTON

BODY:

... my report:

Lately there's been a proliferation of freestanding boutiques, in store outlets, mail-order services and even a computerized at-home service offering products to care for hair, faces and bodies. The merchandise is accessible and service is user-friendly. ...

... Origins counter at Bloomingdale's in New York (the company has 110 locations in the United States) and found its approach to skin care unique. Origins identifies a problem, then recommends a cleanser and moisturizer it has formulated to treat that particular problem. Origins also has a line of makeup. The colors that complemented my brown complexion: Brick cheek color, Sienna (a reddish-orange) matte eye shadow and Maple lip color. Another treat: four sensory oils for the body and state of mind. For information, call (800) 767-TREE.

VISAGE BEAUTE

Now shopping for all your makeup can be done in one stop with custom-blended or made-to-order cosmetics from Visage Beaute. In department-store outlets around the country, the company displays its 500 eye colors, 500 lip colors and 200 different colors for the cheeks. (Call [800] 847-2431 for locations of stores.) I visited Visage Beaute's New York headquarters and now understand the process of custom-blending. I came away with a brown-orange lipstick that worked well with my skin tone (deep brown with yellow undertones) and an eye-color trio that together gave me the look on my lid I've ...

LEVEL 5 - 5 OF 16 STORIES

Copyright 1991 Public Relations Society of America
Public Relations Journal

April, 1991

SECTION: ENVIRONMENT; Pg. 24

LENGTH: 1670 words

HEADLINE: Public Relations, Store Tie-Ins Launch "Green" Cosmetics Line

BODY:

... in New York City. Origins, also known as Origins Natural Resources, Inc., is a "totally new concept in skin care, color and sensory therapy," she added.

... a test case, not just for the Lauder companies but for the cosmetics industry as a whole."

Origins skin care is based on just two products that appeal to green sensitivities. Origins Sensory Therapy formulations are designed to treat the body through the sense of smell and touch. Origins Color Fields (makeup) emphasize a natural look.

Every aspect of the product communicates a green sensitivity by visual and psychological nuances as well as practical ingredients. For instance, plant extracts are used instead of animal-derived ingredients, even in makeup brushes. There are no frills or unnecessary additives in Origins products: no added color in skin care products; no petroleum, alcohol, aerosols or fragrances.

Instead of being tested on animals, every ingredient used ...

... documented history of use that demonstrates their safety and extremely low allergy rate. To further provide for consumer safety, a computerized system evaluates Origins ingredient safety. Extensive product tests are conducted on human volunteers under the scrutiny of an ...

LEVEL 5 - 6 OF 16 STORIES

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Business Dateline;
Ingram's

September, 1990

SECTION: Vol 16; No 9; Sec 1; pg 46

LENGTH: 2304 words

HEADLINE: Personal Style: Confidence From the Outside in

BYLINE: Mary Beth Gordon

DATELINE: Kansas City; MO; US; Midwest

BODY:

He hired Schur to help him upgrade his image.

For \$ 25 an hour, Schur analyzed Mann's skin tone and body type. She told him which clothing styles and colors would complement his features and give him a more polished, professional look. She went ...

... Figure workshop by Subtle Statements); work with nurses to choose flattering uniforms (Images in Health Care); provide computerized image consulting (Image Dynamics); and shop for clothes and make-up so the client doesn't have to (several clothing and department stores).

Wardrobe and color consultants start by determining their clients' best color season, based on whether their eyes and skin are blue- or yellow-based. They might suggest that a client switch from gold, peach, and khaki clothes to mauve, purple, and blue to ...

Copyright 1990 Information Access Co., a division of Ziff Communications Co.;
Copyright Working Woman Inc. 1990
Working Woman

February, 1990

SECTION: Vol. 15 ; No. 2 ; Pg. 104; ISSN: 0145-5761

LENGTH: 964 words

HEADLINE: True colors - makeup that's tailor-made for you; also includes a related article on make-up convenience

BYLINE: Malkin, Nina

BODY:

... cosmetics equivalent of the tailor-made suit. Now you can have your makeup custom-blended so that it matches your skin tone and addresses special needs --such as how much moisturizer or sunscreen you require in a product. This approach not only eliminates ...

... at department-store counters who actually blend the products for you. Other companies, including Intelligent Skincare and Clinique, have computerized selections that enable a representative to compile a set of prepackaged products for you based on your coloring. THE BENEFITS OF CUSTOM-BLENDING. If you decide on custom-blending, a trained consultant will assess your skin tone, taking into consideration your eyes and hair, to determine your true colors. She'll probably ask about your profession and lifestyle, too, to zero in on your needs. Then she'll blend the foundation and/or loose powder and teach you how to apply it.

Though custom service generally is pricey--foundations range from \$ 25 to \$ 45 ...

... a bit more dramatic for evening. PERSONALIZED PALETTES. The prepackaged approach works a little differently. You go to the cosmetics counter for an analysis by a consultant (who may do it with or without a computer), and she explains what color category you fall into. You then pick prepackaged foundation and/or powder especially designed to work with that category. You also can purchase lipstick, blush and eye color suited to your skin tone. Not only do these items go with your personal coloring, but they're coordinated with each other, so you don't have to wonder whether the blush clashes with the eye shadow. The palettes for the most ...

... It offers both soft, natural shades and stronger hues.

The Nakeds, a new line from Ultima II, classifies skin tone as yellow, pink or neutral for the selection of foundation and powder. Everything else (six cheek powders and lipstick, eight eye ...

Copyright 1988 The New York Times Company
The New York Times

November 27, 1988, Sunday, Late City Final Edition
Correction Appended

SECTION: Section 3; Page 11, Column 1; Financial Desk

LENGTH: 476 words

HEADLINE: WHAT'S NEW IN COMPUTERIZED CUSTOMER SERVICE;
No More Nasty Surprises In Hair-Dos and Makeup

BYLINE: By Warren Berger; Warren Berger is a New York-based freelance business writer.

THE Glemby hair salon, located in bustling Macy's of Manhattan, has been turning heads of late with its new "computerized mirror." Customers in the salon see their own faces on a television screen, and watch as a hairstylist superimposes ...

... bill. Clairol Inc. recently developed its own system, dubbed ColorVision, to help boost sales of hair coloring. ColorVision's computerized "paint box" features more than two million shades of hair coloring which can be superimposed in a video image of ...

... Noxell launched its Clarion line two years ago, the company installed 25,000 computers at retail locations to give makeup recommendations.

Avon has gone a step further. In August the company provided 2,000 sales representatives with laptop computer systems that "scientifically detect skin tone color" said Cynthia Swain, an Avon publicity manager. A tube-like skin analyzer is touched against the customer's face, and in a few minutes later the computer prints the recommendations.

CORRECTION-DATE: December 11, 1988, Sunday, Late City Final Edition

CORRECTION:

An article on Nov. 27 about computerized customer service misstated the cost of a New Image computer consultation at Macy's Glemby Beauty Salon. Customers ...

LEVEL 5 - 9 OF 16 STORIES

Copyright 1987 Information Access Co., a division of Ziff Communications Co.;
Copyright Chilton Company 1987
Chilton's Distribution

April, 1987

SECTION: Vol. 86 ; Pg. 49; ISSN: 0273-6721

LENGTH: 3044 words

HEADLINE: Small shipments; Casebook

BYLINE: Gordon, Jay ; Muller, E.J. ; Heydt, Bruce

BODY:

... despite all the improbabilities, things are working out beautifully, thank you.

Beauty For All Seasons (BFAS) specializes in color analysis, a system that can help women determine the color schemes--in clothes, jewelry, and make-up--that will enhance their natural beauty. Color analysis, which bears an Oriental influence, delineates hair color, eye color and skin tone by seasons. One particular combination of these elements, for example, might mean you have "winter" type features--and you therefore would require "winter" colors in clothing, make-up and accessories to complement them. A personal color analysis takes about two hours and costs anywhere from \$ 45 to \$ 90.

BFAS started five years ago with 2,200 consultants ...

... threat to its efficiency.

Hooking a Winner

So Byrd decided that Mister Twister should invest in a Pitney Bowes Computerized Parcel Shipping System (CPSS), which automatically provides a printout of the day's work, including buyer info, pounds shipped, and ...

Copyright 1986 Crain Communications, Inc.;
Advertising Age

April 7, 1986

SECTION: CURRENTS; Pg. 44

LENGTH: 382 words

HEADLINE: Computerized color analysis: Don't leave the store without it

BYLINE: Alexander Polakov

BODY:

... about on a pair of shapely legs, Winston-Salem, N.C.-based Hanes is pioneering another first: Personal color analysis for its hosiery customers. Currently one of the hottest bashion trends in the country, color analysis is a personal prescription for color based on an individual's skin tone. Cosmetics companies have been promoting their various lines with some form of this service for years.

... color on her legs and also look awful against her exposed body parts. She has unwittingly chosen a stocking incompatitble with her natural skin tone.

Armed with valuable information afforded by the Hanes Color Consultant, would grateful, but less loyal customers then trot over to the ...

Copyright 1985 A/S/M Communications, Inc.
ADWEEK

February 21, 1985, All Editions

SECTION: SPECIAL REPORT; Cosmetics, Fragrances, Toiletries

LENGTH: 971 words

HEADLINE: High-Tech, High-Touch

BYLINE: By Kathleen Jonah; Kathleen Jonah is a contributing editor to Self magazine and co-author of The Palm Beach Long-Life Diet (Simon & Schuster).

DATELINE: NEW YORK

BODY:

... But nowadays, the eye may well be electronic. The retailing of cosmetics is getting a high-tech makeover as companies put computerized skin analyzers in stores to give advice -- and encouragement -- on buying their products.

This use of computers to sell cosmetics is part of the ...

... microchip makeup artist. From an on-the-spot photograph of a customer, the machine can "erase" the client's makeup, read her skin tone and select appropriate makeup color ranges. Instantly, the client's image is displayed makeup-free on a video screen. ...

... leads that bring representative and consumer together.

Cosmetics companies and retail outlets have yet to feature the computers in their ads. But computerized retailing may greatly affect advertising strategy in the future. In fact, the machines themselves may become advertising ...

... enticement of matching the customer with the right product. For example, Japanese cosmetics companies Shiseido and Pola have run skin-condition-analysis computers at Bloomingdale's, New York. Clinique and Prescriptives, both divisions of Estee Lauder, have had manually operated question-and-answer machines on-counter for several years. Their purpose is to suggest a skincare regimen based on oiliness/dryness, amount of wrinkling, etc., as well as recommending a range of personalized makeup shades based on hair and eye color and skin tone.

The limitation of such systems, however, is oversimplification: Answers to a dozen questions may aid, but can't guarantee, correct product selection. And self-assessment can be a problem. Cosmetics consumers are notorious for claiming their skin is dry, for example, when it's normal or even oily. So the value of "expert" systems must lie with accurate information and accurate diagnosis -- or the customer will quickly come to see retail computerization as a gimmick, a high-tech carrot. Lauder's Prescriptives line is phasing out its Skin Printer skin-type ...

LEVEL 5 12 OF 16 STORIES

Copyright 1985 A/S/M Communications, Inc.
ADWEEK

February, 1985, All Editions

SECTION: SPECIAL REPORT; Cosmetics, Fragrances, Toiletries

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The limitation of such systems, however, is oversimplification: Answers to a dozen questions may aid, but can't guarantee, correct product selection. And self-assessment can be a problem. Cosmetics consumers are notorious for claiming their skin is dry, for example, when it's normal or even oily. So the value of "expert" systems must lie with accurate information and accurate diagnosis -- or the customer will quickly come to see retail computerization as a gimmick, a high-tech carrot. Lauder's Prescriptives line is phasing out its Skin Printer skin-type ...

LEVEL 5 - 13 OF 16 STORIES

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Time

January 14, 1985, U.S. Edition

SECTION: BUSINESS NOTES; Entrepreneurs; Pg. 55

LENGTH: 202 words

HEADLINE: The Return of King Pong

BODY:

... inventor of Pong, one of the first video games and the product that gave birth to the Atari company, is back again. His latest scheme: computerized color analysis at a chain of shops called I'RO, Japanese for color sensation. After a light-sensitive scanner takes a reading of the person's skin and hair colors, a computer studies the information and can then recommend the four best wardrobe colors or the best accompanying makeup for lips, fingernails and eyelids. Fee: \$25 to \$45. So far, only one shop, in a Sunnyvale, Calif., shopping center, has opened, but Bushnell envisions a network of franchises. He even foresees adding a similar computerized personality analysis, a sort of compushrink.

King Pong Bushnell hopes that his newest venture will turn out better than ...

GRAPHIC: Picture, Computerized skin-tone check. MATTHEW NAYTHONS

LEVEL 5 - 14 OF 16 STORIES

Copyright 1984 Information Access Co., a division of Ziff Communications Co.;
Copyright Capital Cities Media Inc. 1984
WWD (Women's Wear Daily)

December 14, 1984

SECTION: Vol. 148 ; Pg. 13; ISSN: 0149-5380

LENGTH: 709 words

HEADLINE: Avon takes computer kiosk to work.

BYLINE: Wiest, Robin

BODY:

... representative in this case isn't a door-to-door saleswoman. It's a computer. The company recently unveiled its freestanding computerized sales centers, which operate much like card-activated banking centers, in office buildings and shopping malls in ...

... Beauty Express, the system uses an interactive videodisc screen and keyboard to show customers 180 Avon products, administer makeup and skin care analysis tests (after which the shopper's recommended colors and skin care regimen are prescribed on a print-out), explain any special sales offerings and allow the customers to order ...

Copyright 1984 The New York Times Company
The New York Times

October 21, 1984, Sunday, Late City Final Edition

SECTION: Section 3; Page 15, Column 2; Financial Desk

LENGTH: 458 words

HEADLINE: FACE BY ARDEN...AND I.B.M.?

BYLINE: By Pamela G. Hollie

... Adrian & Evans Inc., a consulting agency that recently established a computer beauty division to provide programs for computerized cosmetics counters. "It's the wave of the future."

Computer cosmetics counters may turn out to be a good marketing tool ...

... relations and sales," said Andrew E. Philip, president of Japanese-based Shiseido.

Arden charges \$25 for a computerized makeup consultation, but the fee can be applied against payment for Elizabeth Arden cosmetics. The process takes about 30 minutes. First, a device attached to the computer scans the customer's face and analyzes her skin tones. The computer next analyzes how a range of colors will look against the customer's skin. A computer picture is then projected on a screen. Even if the customer is already wearing makeup, the computer will be able to "read" and project a picture of the skin underneath.

A beauty consultant trained to use the computer then applies makeup to the customer's face, using a pen connected to the computer. Each stroke is recorded by the computer so that it can duplicate the application, ...

... At a cost of more than \$250,000 for each computer and video installation plus salaries for the makeup artists, computerized cosmetics counters may not become commonplace soon. But according to Frederick C. Scott, vice president of marketing ...

LEVEL 5 - 16 OF 16 STORIES

Copyright 1984 The New York Times Company
The New York Times

July 29, 1984, Sunday, Late City Final Edition

SECTION: Section 6; Page 37, Column 1; Magazine Desk

LENGTH: 1105 words

HEADLINE: BEAUTY;
HIGH-TECH FACES

BYLINE: By June Weir

DATELINE: SPACE

... years and its possibilities are endless. When I was in Japan, preparing for our promotion, I visited the research laboratories of these two Japanese cosmetic companies and the computer programs I saw were unbelievable. Within two years, I see the beauty market using computers as a foolproof way of refining skin-care treatments and color makeup analysis so the guesswork is gone."

Such computer programs offer a unique way of customizing cosmetics for the customer. For instance, Elizabeth Arden's Elizabeth allows a woman to receive a personalized beauty makeover ...

... within the parent Eli Lilly & Company complex in Indianapolis.

The Elizabeth Arden treatment begins with the customer entering a computerized studio, where she faces a high-resolution television camera for a full face, portraitlike image. This image is transmitted from the camera into a computer that projects the woman's face onto a video monitor. Then the customer and the Elizabeth Arden makeup artist sit at the video screen to perform the makeover on her face as it appears in full color on the monitor. On a table in front of the screen are an electronic graphics tablet and pencil that are connected to the computer. By using the most advanced technology to determine the woman's exact skin tone, a precise skin-color analysis is obtained. With this and the color information stored in Elizabeth's data bank, the makeup artist programs a woman's personally tailored color palette. If the makeup artist feels the woman needs a wider mouth or thinner lips, he can show her how to do this without ever removing own lipstick. He can also teach her the newest techniques in applying makeup. Since the monitor has a specially designed four-quadrant screen, the woman can compare her original image, projected on one quadrant, with three alternate looks. Each one features a different color palette, created by the computer based on the customer's exact skin tones. The session, which costs \$25, ends with a personalized beauty printout. The fee is redeemable in Elizabeth Arden products.

"We were looking ...

... two images of the customer's face. The "before" image remains untouched. On the second image, the makeup artist uses a "computerized paint brush" to apply makeup, try out different colors and change hair style. At the end of this session, each customer receives a color photograph of herself, plus the makeup artist's instructions on how to achieve the new look with Shiseido

The New York Times, July 29, 1984

products. At present, only one makeup simulator exists and it will return to Japan after the Bloomingdale's promotion.

On the store's main floor, Shiseido will also have its computerized skin analyzer, which uses a wand stroked over the woman's face to activate a lipid meter, a hydrometer and a skin-color analyzer. Then a Shiseido beauty adviser evaluates the resulting digital pictures and gives makeup recommendations.

Intelligent Skincare's beauty computer will also be at Bloomingdale's. At the counter, a customer will hold a camera up to her face and see her skin magnified 30 times on a television screen. As the trained beauty adviser looks at the magnified image, he enters ...

... containing information about the customer's skin type, what Intelligent Skincare products she should use and how she should apply them.

Another part of Intelligent Skincare's computer program involves an instrument held up to a woman's face that detects her skin tone and plots it on a colored graph. Through a series of questions, the color of her hair and eyes are also added. Finally, the computer prints out the Intelligent Skincare makeup colors she should use. And for one week, starting Sept. 23, another computer will project a customer's face on a television monitor and apply different colors to it by various buttons on the keyboard. As Rose Marie Bravo, Macy's group vice president of cosmetics, says: "This whole high-tech development is very much 'today.' Many women don't have a lot of time, and if a store ...

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LEVEL 4 - 7 OF 16 STORIES

Copyright 1990 Information Access Co., a division of Ziff Communications Co.;
Copyright Working Woman Inc. 1990
Working Woman

February, 1990

SECTION: Vol. 15 ; No. 2 ; Pg. 104; ISSN: 0145-5761

LENGTH: 964 words

HEADLINE: True colors - makeup that's tailor-made for you; also includes a related article on make-up convenience

BYLINE: Malkin, Nina

BODY:
true colors--

MAKEUP THAT'S TAILOR-MADE FOR YOU

Think of it as the cosmetics equivalent of the tailor-made suit. Now you can have your makeup custom-blended so that it matches your skin tone and addresses special needs --such as how much moisturizer or sunscreen you require in a product. This approach not only eliminates guesswork and saves time but also guarantees that everything from foundation to lipstick relates to your natural coloring. The result is a look that's natural and striking.

Custom makeup is one of the fastest-growing areas of the cosmetics industry. Sales for custom-blended products reached \$ 25 million in 1989. The number of outlets where the service is available is expected to double this year.

According to Jane Hertzmark, executive director of marketing for Prescriptives, women with tight schedules are drawn to the custom-blending-service concept that the company introduced three years ago. "They demand clear, concise answers and refuse to be sold what they don't want or need," she says. "Even women who never bothered with makeup before are attracted to custom cosmetics." Studies have identified Prescriptives' typical customer as a successful professional between the ages of 27 and 45.

If you'd like to try personalized cosmetics, you have two options. Some cosmetics companies, such as Prescriptives, Luminique and Charles of the Ritz, have consultants at department-store counters who actually blend the products for you. Other companies, including Intelligent Skincare and Clinique, have computerized selections that enable a representative to compile a set of prepackaged products for you based on your coloring. THE BENEFITS OF CUSTOM-BLENDING. If you decide on custom-blending, a trained consultant will assess your skin tone, taking into consideration your eyes and hair, to determine your true colors. She'll probably ask about your profession and lifestyle, too, to zero in on your needs. Then she'll blend the foundation and/or loose powder and teach you how to apply it.

Though custom service generally is pricey--foundations range from \$ 25 to \$ 45 an ounce--it can be cost-effective because it eliminates expensive mistakes. Your personal formula is kept on file, so when you run out you can reorder by phone. Another benefit: Makeup can be adjusted to changes in weather or

Working Woman, February, 1990

location by adding or subtracting moisturizer and sunscreen.

Foundation and powder, bottom-line necessities for the majority of women, lend themselves most readily to custom-blending because they're the most difficult products to choose correctly right off the shelf. Custom Blended Powder from Flori Roberts, the first for black women, is mixed to match the skin's melanin content. Charles of the Ritz, the company that pioneered custom-blended powder, recently added a custom-blended Bronzing Powder to create the look of a tan.

Though some companies offer only foundation and powder, others take it a step further: Visage Beaute tailor-makes blush, lipstick and eye shadow in addition to foundation and powder. Luminique blends blush and lipstick and plans to add custom-concealer and nail color this year.

Custom-blending takes about ten minutes, and you get the products right away. Some women have two looks designed for them--a neutral one for day and something a bit more dramatic for evening. PERSONALIZED PALETTES. The prepackaged approach works a little differently. You go to the cosmetics counter for an analysis by a consultant (who may do it with or without a computer), and she explains what color category you fall into. You then pick prepackaged foundation and/or powder especially designed to work with that category. You also can purchase lipstick, blush and eye color suited to your skin tone. Not only do these items go with your personal coloring, but they're coordinated with each other, so you don't have to wonder whether the blush clashes with the eye shadow. The palettes for the most part are low-key; even intense tones are warm and deep, as opposed to glaringly bright. This new kind of natural look developed, says Prescriptives' Hertzmark, "from women's increasing confidence. They don't want a painted face. Beauty is now an expression of the woman underneath."

The cosmetics companies that offer prepackaged lines strive to make them as close to custom-blended as possible. At Prescriptives, a process called Colorprinting is used to establish a woman's color family according to skin undertone (yellow-orange, red-orange, red, blue-red). Four stripes of color are tested along the jawline; then a color wheel pinpoints consummate palettes for three looks: natural, contrasting and dramatic.

Intelligent Skincare uses four categories--warm, ultrawarm, cool and ultracool--to help a woman pick her best colors. It offers both soft, natural shades and stronger hues.

The Nakeds, a new line from Ultima II, classifies skin tone as yellow, pink or neutral for the selection of foundation and powder. Everything else (six cheek powders and lipstick, eight eye shadows) is a neutral that works with any of the basics. In keeping with the no-nonsense philosophy, the products are identified by numbers and letters instead of descriptive names.

Even cosmetics companies that sell primarily in drugstore/specialty stores are personalizing their palettes. Clarion, for instance, uses a computer to determine a woman's color group; Cover Girl employs a simple-to-follow grid system.

PHOTO : Custom-blending and color coding are the newest routes to well-matched foundation, powder,

Working Woman, February, 1990

PHOTO : eye shadow and even lipstick.

PHOTO : Reality-based color: Clockwise from top, eye shadows from Luminique and Prescriptives.

PHOTO : Lipsticks from Ultima II The Naked collection.

GRAPHIC: Photograph

IAC-NUMBER: IAC 08284993

IAC-CLASS: Magazine; Trade & Industry

LANGUAGE: ENGLISH

LOAD-DATE-MDC: August 31, 1994

LEVEL 4 - 8 OF 16 STORIES

Copyright 1988 The New York Times Company
The New York Times

November 27, 1988, Sunday, Late City Final Edition
Correction Appended

SECTION: Section 3; Page 11, Column 1; Financial Desk

LENGTH: 476 words

HEADLINE: WHAT'S NEW IN COMPUTERIZED CUSTOMER SERVICE;
No More Nasty Surprises In Hair-Dos and Makeup

BYLINE: By Warren Berger; Warren Berger is a New York-based freelance business writer.

BODY:

THE Glemby hair salon, located in bustling Macy's of Manhattan, has been turning heads of late with its new "computerized mirror." Customers in the salon see their own faces on a television screen, and watch as a hairstylist superimposes any of several hundred hair styles; the stylist fine-tunes the look by touching the screen with an electronic "light pen."

Salon manager Joanne Fetta said the system, manufactured by New Image Industries of Canoga Park, Calif., has attracted about 40 additional customers a week since it was installed in June. There is no additional charge to the customer.

There are at least 800 such imaging systems in hair salons around the country. According to Kirk Lamar, executive vice president at New Image Industries, imaging systems allow customers to "try on a new look" before making a commitment to it.

"If you make a mistake choosing a hairstyle, you may end up stuck with it for months," Mr. Lamar said. "The system helps eliminate some of those unpleasant surprises."

Imaging systems can do more than preview hairstyles. The technology is now being used by cosmetic surgeons, who show patients a preview of facial alterations, as well as landscape designers and architects who can demonstrate what a house would look like with new shrubbery or a raised roof.

The systems generally consist of little more than a video camera, a small computer, a picture screen and a light pen. Still, the cost can range from \$7,000 to \$20,000 or more, depending on the equipment.

For some retailers imaging systems aren't cost-efficient. Two years ago, the L.S. Ayres department store in Indianapolis began using the "Magic Mirror," a system that allowed shoppers to see how they would look in an outfit without trying it on.

But the store stopped leasing it after six months because "once the novelty wore off, the system didn't produce enough sales to pay for itself," said community events manager Lee Vriesman.

The New York Times, November 27, 1988

Sometimes, however, retailers don't have to foot the bill. Clairol Inc. recently developed its own system, dubbed ColorVision, to help boost sales of hair coloring. ColorVision's computerized "paint box" features more than two million shades of hair coloring which can be superimposed in a video image of a customer.

Cosmetics companies such as Noxell Corp. are taking a different computer approach. When Noxell launched its Clarion line two years ago, the company installed 25,000 computers at retail locations to give makeup recommendations.

Avon has gone a step further. In August the company provided 2,000 sales representatives with laptop computer systems that "scientifically detect skin tone color" said Cynthia Swain, an Avon publicity manager. A tube-like skin analyzer is touched against the customer's face, and in a few minutes later the computer prints the recommendations.

CORRECTION-DATE: December 11, 1988, Sunday, Late City Final Edition

CORRECTION:

An article on Nov. 27 about computerized customer service misstated the cost of a New Image computer consultation at Macy's Glemby Beauty Salon. Customers pay \$30, of which \$20 can be applied to any Glemby hair service.

GRAPHIC: Drawing

LANGUAGE: ENGLISH

LEVEL 4 - 10 OF 16 STORIES

Copyright 1986 Crain Communications, Inc.;
Advertising Age

April 7, 1986

SECTION: CURRENTS; Pg. 44

LENGTH: 382 words

HEADLINE: Computerized color analysis: Don't leave the store without it

BYLINE: Alexander Polakov

BODY:

Hanes Hosiery prides itself on having a leg up on the competition, and with good reason. The company numbers among its firsts seamless stockings and pantyhose.

Not content, however, to stand about on a pair of shapely legs, Winston-Salem, N.C.-based Hanes is pioneering another first: Personal color analysis for its hosiery customers. Currently one of the hottest bashion trends in the country, color analysis is a personal prescription for color based on an individual's skin tone. Cosmetics companies have been promoting their various lines with some form of this service for years.

Indeed, there's so much interest in this that a whole field has grown around the subject of color analysis. Color consultants have been known to charge as much as \$500 for a consultation. Hanes' service, however, is free.

Hanes is about to begin testing the service in selected department and specialty stores. It works like this: A store is supplied with a free-standing kiosk called the Hanes Color Consultant. It's outfitted with a video monitor that provides instructions, a lightsensor microscope, under which the consumer places her hand, and a computer that analyzes the consumer's color dynamics.

The computer then provides the consumer with a pocket-size color guide and a personalized computer printout listing recommended wardrobe colors and Hanes pantyhose in complementary shades. In addition, the Hanes Color Consultant has a second program identifying Hanes pantyhose shades that complement a specific outfit selected by the consumer.

Hanes' system proposes to do away with this scenario: A woman shopping for a pair of neutral pantyhose drops into the store and finds a pair that she thinks is right. Trying them on later, she discovers that they're not. They turn an unflattering color on her legs and also look awful against her exposed body parts. She has unwittingly chosen a stocking incompatitble with her natural skin tone.

Armed with valuable information afforded by the Hanes Color Consultant, would grateful, but less loyal customers then trot over to the competition's counter? "No," assures Mae Clarke, a Hanes spokesperson dressed in perfectly tonal head-to-toe gray. "Our colors are different from theirs, so it simply wouldn't do any good."

1986 Advertising Age, April 7, 1986

GRAPHIC: Photo, Hanes Hosiery is offering customers color analysis by computer.

LANGUAGE: ENGLISH

LEVEL 4 - 11 OF 16 STORIES

Copyright 1985 A/S/M Communications, Inc.
ADWEEK

February 21, 1985, All Editions

SECTION: SPECIAL REPORT; Cosmetics, Fragrances, Toiletries

LENGTH: 971 words

HEADLINE: High-Tech, High-Touch

BYLINE: By Kathleen Jonah; Kathleen Jonah is a contributing editor to Self magazine and co-author of The Palm Beach Long-Life Diet (Simon & Schuster).

DATELINE: NEW YORK

HIGHLIGHT:

Cosmetics sales figures are surging when computers go to work as microchip makeup artists.

BODY:

Beauty still is in the eye of the beholder. But nowadays, the eye may well be electronic. The retailing of cosmetics is getting a high-tech makeover as companies put computerized skin analyzers in stores to give advice -- and encouragement -- on buying their products.

This use of computers to sell cosmetics is part of the larger trend that sees terminals being tested as sales aids for various products in a number of markets. But nowhere is the gearing up heating up as it is in the cosmetics industry.

Touring the country now, for example, is Elizabeth Arden's Elizabeth Beauty Makeover Computer. A sales and promotional tool, the unit acts as a microchip makeup artist. From an on-the-spot photograph of a customer, the machine can "erase" the client's makeup, read her skin tone and select appropriate makeup color ranges. Instantly, the client's image is displayed makeup-free on a video screen. A company representative then applies makeup electronically to the image on the video screen, showing the client the ins and outs of makeup application. A printout lists makeups and shades used. The \$25 cost of the session can be applied toward purchases of Arden products.

An effective marketing device? Apparently so. "In department stores which have hosted Elizabeth so far, sales have been up roughly four times average figures," says Fred C. Scott, vice president/marketing development for Arden. The machine also generates names and addresses of those taking the makeup lessons -- one of the returns on what is reported to be more than \$1 million in rollout investment.

Avon is testing computers, as well. Computer kiosks -- similar to elaborate automatic bank teller machines -- have been installed in Hartford, Conn., and Raleigh, N.C. High-traffic areas in shopping malls and office buildings are eventual targets for these mini-markets. Called Avon Beauty Express, the free-standing electronic stores enable customers to view, on videodisk systems, Avon makeup, skincare products, fragrances and other products. Why the high-tech touch? The cosmetics giant is wooing working women -- potential

ADWEEK, February 21, 1985

clients not easily "accessed" by Avon's network of door-to-door representatives. The aim of the system is to generate customer leads that bring representative and consumer together.

Cosmetics companies and retail outlets have yet to feature the computers in their ads. But computerized retailing may greatly affect advertising strategy in the future. In fact, the machines themselves may become advertising tools. "There will be a new look at how consumer-goods companies budget and co-op money for in-store promotions," according to Tom Rauh, national services director/retail consulting for accounting firm Touche Ross, New York. "Computers may well provide a new medium to generate advertising at point of purchase. A new priority may be to focus the advertising message on-site, where it's crucial."

Of course, consumer-goods strategists, stores and their ad agencies will be assessing customer acceptance of the high-tech tack before they commit advertising and promotional dollars. One reason to believe consumers will bite at the bytes is the value of an "expert" system at point of purchase -- something that provides useful information or infers for the client the product choice that best suits her (or his) needs. As relatively complex treatment products eclipse simple paints and powders as the high-profit performers, companies see the need for ways of teaching their customers.

Arden's Elizabeth is one example of the sales tool as educational aid. And the Avon Beauty Express shares an attraction with a number of other beauty-counter gadgets: the enticement of matching the customer with the right product. For example, Japanese cosmetics companies Shiseido and Pola have run skin-condition-analysis computers at Bloomingdale's, New York. Clinique and Prescriptives, both divisions of Estee Lauder, have had manually operated question-and-answer machines on-counter for several years. Their purpose is to suggest a skincare regimen based on oiliness/dryness, amount of wrinkling, etc., as well as recommending a range of personalized makeup shades based on hair and eye color and skin tone.

The limitation of such systems, however, is oversimplification: Answers to a dozen questions may aid, but can't guarantee, correct product selection. And self-assessment can be a problem. Cosmetics consumers are notorious for claiming their skin is dry, for example, when it's normal or even oily. So the value of "expert" systems must lie with accurate information and accurate diagnosis -- or the customer will quickly come to see retail computerization as a gimmick, a high-tech carrot. Lauder's Prescriptives line is phasing out its Skin Printer skin-type analyzer, which determined product requirements on the basis of client responses and preferences. "Our products became more sophisticated than the machine diagnosis," says Marianne Diorio, a spokeswoman for Prescriptives. "The machines were putting up a barrier between the company representative and the consumer by locking the client into one inflexible skin type."

Still, consumers and computers are sure to come interface-to-interface more often in the future. "We're looking at possible uses for computers on the retail side right now," says Dan Moriarty, a spokesman for Revlon. If a video presentation at a high-traffic cosmetics counter can streamline sales-clerk efficiency, the economics will be enticing.

ADWEEK, February 21, 1985

Novelty value alone is a draw, for the time being. "On-counter and in-store computers are great tools for getting the customer to the counter," says Maria Hynds, division merchandising manager for cosmetics at Bloomingdale's in New York. And that's where the buck starts.

GRAPHIC: Picture, Arden's Elizabeth machine gives an interfacial.

LANGUAGE: ENGLISH

LEVEL 4 - 12 OF 16 STORIES

Copyright 1985 A/S/M Communications, Inc.
ADWEEK

February, 1985, All Editions

SECTION: SPECIAL REPORT; Cosmetics, Fragrances, Toiletries

LENGTH: 971 words

HEADLINE: High-Tech, High-Touch

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Of course, consumer-goods strategists, stores and their ad agencies will be assessing customer acceptance of the high-tech tack before they commit advertising and promotional dollars. One reason to believe consumers will bite at the bytes is the value of an "expert" system at point of purchase -- something that provides useful information or infers for the client the product choice that best suits her (or his) needs. As relatively complex treatment products eclipse simple paints and powders as the high-profit performers, companies see the need for ways of teaching their customers.

Arden's Elizabeth is one example of the sales tool as educational aid. And the Avon Beauty Express shares an attraction with a number of other beauty-counter gadgets: the enticement of matching the customer with the right product. For example, Japanese cosmetics companies Shiseido and Pola have run skin-condition-analysis computers at Bloomingdale's, New York. Clinique and Prescriptives, both divisions of Estee Lauder, have had manually operated question-and-answer machines on-counter for several years. Their purpose is to suggest a skincare regimen based on oiliness/dryness, amount of wrinkling, etc., as well as recommending a range of personalized makeup shades based on hair and eye color and skin tone.

The limitation of such systems, however, is oversimplification: Answers to a dozen questions may aid, but can't guarantee, correct product selection. And self-assessment can be a problem. Cosmetics consumers are notorious for claiming their skin is dry, for example, when it's normal or even oily. So the value of "expert" systems must lie with accurate information and accurate diagnosis -- or the customer will quickly come to see retail computerization as a gimmick, a high-tech carrot. Lauder's Prescriptives line is phasing out its Skin Printer skin-type analyzer, which determined product requirements on the basis of client responses and preferences. "Our products became more sophisticated than the machine diagnosis," says Marianne Diorio, a spokeswoman for Prescriptives. "The machines were putting up a barrier between the company representative and the consumer by locking the client into one inflexible skin type."

Still, consumers and computers are sure to come interface-to-interface more often in the future. "We're looking at possible uses for computers on the retail side right now," says Dan Moriarty, a spokesman for Revlon. If a video presentation at a high-traffic cosmetics counter can streamline sales-clerk efficiency, the economics will be enticing.

ADWEEK, February, 1985

Novelty value alone is a draw, for the time being. "On-counter and in-store computers are great tools for getting the customer to the counter," says Maria Hynds, division merchandising manager for cosmetics at Bloomingdale's in New York. And that's where the buck starts.

GRAPHIC: Picture, Arden's Elizabeth machine gives an interfacial.

LANGUAGE: ENGLISH

LEVEL 4 - 13 OF 16 STORIES

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Time

January 14, 1985, U.S. Edition

SECTION: BUSINESS NOTES; Entrepreneurs; Pg. 55

LENGTH: 202 words

HEADLINE: The Return of King Pong

BODY:

Nolan Bushnell, 41, the inventor of Pong, one of the first video games and the product that gave birth to the Atari company, is back again. His latest scheme: computerized color analysis at a chain of shops called I'RO, Japanese for color sensation. After a light-sensitive scanner takes a reading of the person's skin and hair colors, a computer studies the information and can then recommend the four best wardrobe colors or the best accompanying makeup for lips, fingernails and eyelids. Fee: \$25 to \$45. So far, only one shop, in a Sunnyvale, Calif., shopping center, has opened, but Bushnell envisions a network of franchises. He even foresees adding a similar computerized personality analysis, a sort of compushrink.

King Pong Bushnell hopes that his newest venture will turn out better than some other recent ones. Seven years ago, he launched Pizza Time Theatre, a restaurant chain with singing robots that went bankrupt last year. Two years ago, Bushnell started Androbot, a firm that was going to make robots as common around the house as dogs, cats or goldfish. But it had to undergo refinancing in June. Bushnell's latest foray could be titled Color Me Anything, but Give Me Success.

GRAPHIC: Picture, Computerized skin-tone check. MATTHEW NAYTHONS

LANGUAGE: ENGLISH

LEVEL 4 - 14 OF 16 STORIES

Copyright 1984 Information Access Co., a division of Ziff Communications Co.;
Copyright Capital Cities Media Inc. 1984
WWD (Women's Wear Daily)

December 14, 1984

SECTION: Vol. 148 ; Pg. 13; ISSN: 0149-5380

LENGTH: 709 words

HEADLINE: Avon takes computer kiosk to work.

BYLINE: Wiest, Robin

BODY:

NEW YORK -- Since Avon Products, Inc., is finding it more and more difficult to reach customers in their homes, particularly those who have left for the workplace, the direct-sale cosmetics company is calling at the working woman's environment.

Avon's representative in this case isn't a door-to-door saleswoman. It's a computer. The company recently unveiled its freestanding computerized sales centers, which operate much like card-activated banking centers, in office buildings and shopping malls in Hartford, Conn., and Raleigh, N.C. A test market will continue until April, when a decision will be made on whether to expand to other parts of the country, said Ken Gross, Avon director of business development, who directs the project.

Called the Avon Beauty Express, the system uses an interactive videodisc screen and keyboard to show customers 180 Avon products, administer makeup and skin care analysis tests (after which the shopper's recommended colors and skin care regimen are prescribed on a print-out), explain any special sales offerings and allow the customers to order products by Mastercard, Visa or American Express cards, to be delivered by United Parcel Service in six to 10 days. The selling kiosk also contains vertical showcases on either side of the terminal, one showing products, the other displaying coded swatches of the makeup colors.

The system will not replace the Avon representative, Gross said. The names of kiosk shoppers will be forwarded to a district representative, who will notify the appropriate door-to-door saleswoman. The selling centers offer a public forum, where people can learn about Avon's products, he added. "We have never had a public presence like this before. We think it will help."

Avon this fall announced a plan to improve profitability through, among other things, alternative distribution channels. "What we are looking for is extending Avon to anyone who would like to buy it," Gross said. "We are also testing direct mail and direct access. In every case we are looking at ways to tie back to the representative. She is the backbone of our business." The company is also considering Avon boutiques in shopping malls, but that is "way down the road," Gross said. "We would consider ones in areas where we don't have a market, such as upper-income suburban areas."

Avon Beauty Express locations in the Hartford area include the Richardson Mall and Etna buildings in the city's downtown area and in nearby Middleton. A West Farms Mall machine is being planned. In and around Raleigh, the centers

Women's Wear Daily, December 14, 1984

are in the Raleigh Crabtree Valley Mall, Meredith Women's College and the Triangle Outlet Mall. Other locations in airports and office buildings are being considered.

"The question is, will people buy from a machine like this, and if they will, will they buy Avon products?" Gross said. He admitted that, in shopping malls, Avon is competing with stores' cosmetics departments that have merchandise on hand, but he said the Avon products may be preferred. "Avon has its reputation and its following," he said,

Gross would not specify how much business the selling centers have generated, so far, but said their performance has matched the company's expectations. "I've gone up to Hartford and literally seen crowds form around the machine. You can go through the entire sequence without ordering, if you want to," he said. "We have been pleasantly surprised by the quantity and size of the orders."

The centers incorporate interactive video-disc, stereo, computer and sonar technologies and are manufactured by Byvideo, Inc., of Sunnyvale, Calif.

A touch-sensitive video terminal tel's a customer to touch the picture of a fan on the screen to activate the program. From there she continues to direct the machine by touching the screen's surface, first choosing which of eight categories to review: makeup, skin care, fragrance, makeup and skin care analysis test, jewelry, gifts and special values. The program explains what products are available in each category and will also go into detail about the price, available sizes and contents and use of each product. The shopper can also have her purchase sent to an address other than her own, as a gift.

GRAPHIC: Photograph

SIC: 2844 Toilet preparations ; 5122 Drugs, proprietaries, and sundries

IAC-NUMBER: IAC 03561286

IAC-CLASS: Trade & Industry

LANGUAGE: ENGLISH

LOAD-DATE-MDC: August 08, 1994

LEVEL 4 - 15 OF 16 STORIES

Copyright 1984 The New York Times Company
The New York Times

October 21, 1984, Sunday, Late City Final Edition

SECTION: Section 3; Page 15, Column 2; Financial Desk

LENGTH: 458 words

HEADLINE: FACE BY ARDEN...AND I.B.M.?

BYLINE: By Pamela G. Hollie

BODY:

Ten years ago, researchers at

Elizabeth Arden decided that

computers could be used to analyze the human skin, just as they were being used in the nation's space program to analyze planet surfaces. The product of Arden's marriage of computers and cosmetics is Elizabeth, a computer and video system that may radically change the department store cosmetics counter. Without touching a customer, the computer simulates how different makeup will look and provides instructions on how to apply the products.

"We don't think it's a fad," said Joan A. Evans, executive vice president of Adrian & Evans Inc., a consulting agency that recently established a computer beauty division to provide programs for computerized cosmetics counters. "It's the wave of the future."

Computer cosmetics counters may turn out to be a good marketing tool for the makeup business, especially among busy working women. Cosmetics companies are concerned that they might defect from the department store makeup artist to salons. The hope is that the computer might help to hold them.

For the moment, companies like Arden, which has its Elizabeth at Macy's, and Shiseido Cosmetics (America) Ltd., which has a system at Bloomingdale's, don't intend to make money from computer analysis. "It is a promotion that we think will pay off in public relations and sales," said Andrew E. Philip, president of Japanese-based Shiseido.

Arden charges \$25 for a computerized makeup consultation, but the fee can be applied against payment for Elizabeth Arden cosmetics. The process takes about 30 minutes. First, a device attached to the computer scans the customer's face and analyzes her skin tones. The computer next analyzes how a range of colors will look against the customer's skin. A computer picture is then projected on a screen. Even if the customer is already wearing makeup, the computer will be able to "read" and project a picture of the skin underneath.

A beauty consultant trained to use the computer then applies makeup to the customer's face, using a pen connected to the computer. Each stroke is recorded by the computer so that it can duplicate the application, using different colors.

The New York Times, October 21, 1984

At a cost of more than \$250,000 for each computer and video installation plus salaries for the makeup artists, computerized cosmetics counters may not become commonplace soon. But according to Frederick C. Scott, vice president of marketing development at Arden, the company plans to put computers in several stores in major cities.

While the system is innovative, it also has "entertainment value," said Adrian Butash, president of Adrian & Evans. "It attracts people. The trick of effective retailing is to get people to my counter, not yours."

GRAPHIC: Drawing

LANGUAGE: ENGLISH

LEVEL 4 - 16 OF 16 STORIES

Copyright 1984 The New York Times Company
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July 29, 1984, Sunday, Late City Final Edition

SECTION: Section 6; Page 37, Column 1; Magazine Desk

LENGTH: 1105 words

HEADLINE: BEAUTY;
HIGH-TECH FACES

BYLINE: By June Weir

DATELINE: SPACE

BODY:

-AGE TECHNOLOGY, as it has done in so many areas of modern life, has created the potential for dramatically altering beauty analysis. Through computers and video-display terminals, it is now possible for women to experiment with a seemingly endless number of facial looks without so much as altering a speck of their own mascara.

At the moment, Elizabeth Arden is leading the way, with two Japanese companies close behind. Arden's beauty makeover computer, called Elizabeth, will be introduced Aug. 4-16 at the Macy's cosmetics department on the Herald Square store's main floor.

On Sept. 12, coinciding with Bloomingdale's storewide "Japan Fair" promotion, two leading Japanese cosmetic companies, Shiseido and Intelligent Skincare Inc., inaugurate their advanced computer programs.

"The computer concept for treatment and color is the way all cosmetic companies will go in the future," predicts Arline Friedman, Bloomingdale's divisional merchandise manager and its operating vice president of cosmetics. "It's the most fascinating development that's taken place in the beauty industry in years and its possibilities are endless. When I was in Japan, preparing for our promotion, I visited the research laboratories of these two Japanese cosmetic companies and the computer programs I saw were unbelievable. Within two years, I see the beauty market using computers as a foolproof way of refining skin-care treatments and color makeup analysis so the guesswork is gone."

Such computer programs offer a unique way of customizing cosmetics for the customer. For instance, Elizabeth Arden's Elizabeth allows a woman to receive a personalized beauty makeover without removing whatever cosmetics she is wearing. The entire session takes between 15 and 30 minutes. It was developed by Thomas H. Cook, an engineer working at the company's research and development facilities within the parent Eli Lilly & Company complex in Indianapolis.

The Elizabeth Arden treatment begins with the customer entering a computerized studio, where she faces a high-resolution television camera for a full face, portraitlike image. This image is transmitted from the camera into a computer that projects the woman's face onto a video monitor. Then the customer and the Elizabeth Arden makeup artist sit at the video screen to perform the

The New York Times, July 29, 1984

makeover on her face as it appears in full color on the monitor. On a table in front of the screen are an electronic graphics tablet and pencil that are connected to the computer. By using the most advanced technology to determine the woman's exact skin tone, a precise skin-color analysis is obtained. With this and the color information stored in Elizabeth's data bank, the makeup artist programs a woman's personally tailored color palette. If the makeup artist feels the woman needs a wider mouth or thinner lips, he can show her how to do this without ever removing own lipstick. He can also teach her the newest techniques in applying makeup. Since the monitor has a specially designed four-quadrant screen, the woman can compare her original image, projected on one quadrant, with three alternate looks. Each one features a different color palette, created by the computer based on the customer's exact skin tones. The session, which costs \$25, ends with a personalized beauty printout. The fee is redeemable in Elizabeth Arden products.

"We were looking for ways to analyze the skin's surface," says John A. Cella, the vice president of Elizabeth Arden's research and development facilities. "NASA had developed techniques of using TV cameras to take photos of planets, then decimalize these pictures so they could be analyzed. We at Elizabeth Arden research saw that this technique was adaptable to what we were trying to do with surfaces. Out of this research, and over a million dollars later, came the Elizabeth."

Andrew E. Philip, president of Shiseido Cosmetics (America) Ltd., predicts that his company's Makeup Simulator, which also cost \$1 million to develop, will be a star attraction at Bloomingdale's, where it will be featured on the fourth floor. "It's going to be the first time that our system will be used by any store in the world," he says. A video camera projects two images of the customer's face. The "before" image remains untouched. On the second image, the makeup artist uses a "computerized paint brush" to apply makeup, try out different colors and change hair style. At the end of this session, each customer receives a color photograph of herself, plus the makeup artist's instructions on how to achieve the new look with Shiseido products. At present, only one makeup simulator exists and it will return to Japan after the Bloomingdale's promotion.

On the store's main floor, Shiseido will also have its computerized skin analyzer, which uses a wand stroked over the woman's face to activate a lipid meter, a hydrometer and a skin-color analyzer. Then a Shiseido beauty adviser evaluates the resulting digital pictures and gives makeup recommendations.

Intelligent Skincare's beauty computer will also be at Bloomingdale's. At the counter, a customer will hold a camera up to her face and see her skin magnified 30 times on a television screen. As the trained beauty adviser looks at the magnified image, he enters information about the skin on a keyboard. This data appears on a second screen. Then a printout is made containing information about the customer's skin type, what Intelligent Skincare products she should use and how she should apply them.

Another part of Intelligent Skincare's computer program involves an instrument held up to a woman's face that detects her skin tone and plots it on a colored graph. Through a series of questions, the color of her hair and eyes are also added. Finally, the computer prints out the Intelligent Skincare makeup colors she should use. And for one week, starting Sept. 23, another computer will project a customer's face on a television monitor and apply

The New York Times, July 29, 1984

different colors to it by various buttons on the keyboard. As Rose Marie Bravo, Macy's group vice president of cosmetics, says: "This whole high-tech development is very much 'today.' Many women don't have a lot of time, and if a store can save them mistakes by watching a TV screen and seeing their new image, it's very exciting. The possibilities extend into other areas, especially ready-to-wear fashions."

A makeup artist from Elizabeth Arden uses an electronic pencil to color the image on the screen.

LANGUAGE: ENGLISH


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Cosmetics and Toiletries

August, 1994

SECTION: Vol. 109 ; No. 8 ; Pg. 42; ISSN: 0361-4387

LENGTH: 4408 words

HEADLINE: Orange peel wax.

BYLINE: Puleo, Steven L. ; Rit, Ton Peters

BODY:

... formulas, have resulted in products with no observable differences in feel or stability. In some cases, an off-color and slight, characteristic odor were detected, due to high usage levels. Sample formulas, giving suggested uses in various color cosmetic and skin care products, accompany this article.

Table 1. Physical properties of orange peel wax

Refined

Deodorized

Melting point

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... terpenes (for example, 5-methyl-psoralen), which are phototoxic. However, when we analyzed orange wax by using gas chromatography/mass spectrometry (GC/MS), we found no phototoxic compounds and only low concentrations of assorted terpenes.

Sterols were identified through method of ...

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Cosmetics and Toiletries

April, 1994

SECTION: Vol. 109 ; No. 4 ; Pg. 61; ISSN: 0361-4387

LENGTH: 3037 words

HEADLINE: Color system software; making color instrumentation practical; in the development of cosmetics

BYLINE: DeGroff, James T.

BODY:

Computerized color measurement instruments have been used by the cosmetics industry to support traditional visual color and appearance assessment both in the product development process and to control color once color standards have been established. Color formulation and quality control software packages have been developed to provide easy-to-use color measurement and data analysis tools that operate on a personal computer.

During product development, such products as foundation, lipstick, nail polish and hair coloring are judged almost entirely by their color and appearance as applied to the skin, nails, or hair. Once a formulator has made the product formulation decision, a line of colors must be developed to meet various skin, nail, or hair color matches or styles. The product formulator must then blend the matches and define the product colorings. When the line is approved, ...

... instruments are designed to generate a predictable light source in the range of light energy where the human responds to this phenomenon called color, and to measure the light energy that is either reflected or transmitted. (Our visual senses respond only to radiation in the 400 to 700 nm range of the spectrum. This range is commonly referred to as the visible spectrum.) Powders, foundation, lipstick, nail polish, mascara, skin and hair are measured by a reflectance instrument, while perfumes and other clear liquids and films are best measured by transmission (Figure 1).

In the cosmetics industry, color is measured by colorimeters and spectrophotometers available from a variety of manufacturers. Colorimetry deals theoretically with the way a human perceives color based on a broad-band red, green, blue response. Filter colorimeters attempt to emulate this response using ...

... not work well on high-chroma colors, such as those used in lipsticks and nail color; however, they worked fine for foundations and powders. These instruments were crude by today's standards, but they did allow the user to put numbers on colors and were considered adequate as long as physical samples were available to represent the target color and the test color. However, they did not provide absolute measurement data, which is particularly important when measuring samples of skin or hair, and materials that change rapidly when applied. Spectrophotometers do provide absolute data, and have also been much more consistent in the area of high-chroma colors.

Spectrophotometers had their first application as analytical instruments for the analytical chemist. These analytical spectrophotometers were designed to study precise wavelength responses by scanning light energy from the ultraviolet region through the visual range and into the infrared ...

... 70s, advances in microelectronic technology and silicone diode light detectors allowed the development of a number of abridged color spectrophotometers for practical use. In the '80s the cost and performance of spectrophotometers improved to a point where almost all laboratory instruments sold for color measurement were spectral analyzers of one design or another. The modern spectrophotometer, when used with personal computers and data analysis software, proves to be a powerful color system. These systems now combine spectral ...

... development of a new class of portable, color-measuring instruments possible. Their compactness and cost-saving advantages will bring color measurement of skin and hair products into a new range of practicality.

Color Theory

Color, as perceived by the human eye, starts with the retinal ...

... for correction.

Portable instruments, used with this color management software, allow B&D and marketing to gather data on skin and hair color for further analysis. In the lab, this new color system software provides the computer tools to measure color for all types of cosmetic materials, to analyze the data and make predictions for a variety of "what if" scenarios. It provides the latest colorant formulation and match logic for formulating new products and improving the cost of existing products. Once the product has been released to production, the program allows data collection and analysis for inplant QC and for custom manufacturers, as well as providing tools for data collection and conversion, should proprietary programs or ...

... rework of waste batches, matching of competitors' colors, development of new lines and support of plant production. When different materials are used--whether they are colorants, bases or additives--new samples may be required to recharacterize the colorant system. This color formulation technology is currently being adapted for applications in the merchandising of cosmetic products. It is now technically feasible to measure the customer's skin at the point of purchase and match it with foundation. Salons can use this technology to measure the customer's hair color, identify the hair color desired and provide the procedures and materials required to change from the one hair color to another. Lipsticks and other cosmetics can be matched and formulated while the customer waits. These scenarios become even more practical when this formulation technology is combined with a ...

LEVEL 5 - 3 OF 7 STORIES

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Cosmetics and Toiletries

January, 1993

SECTION: Vol. 108 ; No. 1 ; Pg. 102; ISSN: 0361-4387

LENGTH: 14367 words

HEADLINE: Testing laboratories; alphabetical list of cosmetics labs; includes geographic listing; Who's Who; Directory

BODY:

... facility, or complete turnkey instrumental studies can be arranged at our affiliate test sites.

Laboratory specialties

Skin type evaluation service for clinical test panel quality control. Computerized assessment of skin dryness and oiliness using D-Squame R skin surface sampling discs and Sebutape R sebum measuring patches. Skin surface replica evaluation for topographical features such as wrinkles and texture, electrical properties and color reflectance measurements.

Comments

BioNET is directed by Dr. David Miller, bringing 20 years of expertise in skin biophysical assessment in the medical and cosmetic industry to the design and execution of the client's instrumental skin evaluation study. BioNET provides unique value-added technology for strengthening clinical studies conducted at the client's selected ...

... competitor analysis; average three-day turnaround time

Laboratory facilities

Independent lab, complete analytical testing equipments, spectroscopies, chromatographies.

Laboratory specialties

Food, drug, cosmetic testing and analysis. Material safety data.

Comments

Founded in February ...

... studies, image analysis, dental studies and alternative testing. The PTAC group offers HPLC, GC, AA, UV/ Vis, spectrophotometric instrumentation, stability and method development/validation services. The Microbiology group offers microbial limit, preservative effectiveness, bacterial endotoxins, ...

... clinical research laboratory equipped with state-of-the-art instruments, including ballestometry for skin firmness, skin impedance meters, skin color

Cosmetics and Toiletries, January, 1993

measurement via Minolta Chromo Meter and University-based SEM and Image analysis. Access to geriatric subjects, acne-prone ...

... Sales

Testing done

Physical

Laboratory facilities

Analytical testing laboratory using HPLC, GLC, AA, UV and FTIR spectrophotometry.

Laboratory specialties

Specialties consist of sunscreen content assays by stability indicating methodology and routine product quality control ...

... Dental Medicine DSc = Doctor of Science DVM = Doctor of Veterinary Medicine EC = European Community EDS = Energy Dispersive Spectroscopy EM = Electron Microscopy (EMSA = Electron Microscopy Society of America) EPA = Environmental Protection Agency FDA = Food & Drug Administration FHSA = Federal Hazardous Substances Act FTIR = Fourier Transform Infrared GC/MS = Gas Chromatography-Mass Spectroscopy GCP = Good Clinical Practice GLP = Good Laboratory Practice GMP = Good Manufacturing Practice HIMA = Health Industry ...

... efficacy

Laboratory facilities

Well-equipped for chemical and microbiological analysis and research. Instruments available for GC, HPLC, spectrophotometer, color differential measuring machine, microscope, rheometer, Karl Fisher cycle incubator.

Laboratory specialties

Founded in 1976 to ...

... physical

Laboratory facilities

Complete animal toxicity facilities: microbiology, sterility, chemical analysis - instrumentation including UV and visible spectro, AA, HPLC, IR, fluorescence, GC and GC/MS..

Laboratory specialties

Acute and subchronic toxicology, animal testing (acute, ...

... FDA and DEA and equipped for most USP, NF, BP, and CTFA analyses, including IR, microFTIR and UV/visible spectroscopy as well as GC, HPLC and TLC.

Cosmetics and Toiletries, January, 1993

Laboratory specialties

Analysis of raw materials and finished products, determination of product formulations, patent ...

... safety

Laboratory facilities

Well-equipped for chemical and microbiological analysis and research. Instrumentation available for GC, HPLC, spectrophotometry, fluorometry and AA spectrophotometry.

Laboratory specialties

Microbiological, preservative efficacy testing of cosmetics and toiletries; chemical analysis of products, testing for contaminants, environmental ...

... 386-7218

Senior personnel

Robert M. Sayre, PhD

Testing done

Specialized optical measurements

Laboratory facilities

Spectroradiometric equipment, optical standards, UV monochromators and solar simulators.

Laboratory specialties

Measurement of spectral sources, GCP and GLP certification of ...

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Los Angeles Times

August 30, 1991, Friday, Orange County Edition

SECTION: View; Part E; Page 3; Column 1; View Desk

LENGTH: 987 words

HEADLINE: STYLE: BOUTIQUE OFFERS HELP WHEN YOUR LOOK WEARS OUT;
CUSTOMERS CAN GET IMAGE OVERHAULS FOCUSING ON EVERYTHING FROM LIPSTICK SHADES TO
THE RIGHT TYPE OF PANTY HOSE.

BYLINE: By KATHRYN BOLD, SPECIAL TO THE TIMES

DATELINE: IRVINE

BODY:

... showed off her legs, a purple sweater and long, slenderizing purple jacket.

To complete the transformation, the consultants helped her change her makeup and update her hair style.

Image make-overs usually begin with a instrument called a spectrophotometer that measures clients' skin color and tone with scientific precision.

"It told me my skin was 4.4. yellow-red with a value of 7.3 and a chroma of 7.9," Clark says. The numbers describe the color family of the skin and whether it's light or dark (value) and bright or dull (chroma).

"It's a color fingerprint," she says.

Customers check their numbers against a book of 200 color samples to find makeup and clothes that will balance their skin.

"It does the same thing with hair, whether it's natural or what we call 'assisted color,' " Clark says.

For the two former schoolteachers, instructing clients on hair, makeup and wardrobe comes naturally. They began their business 12 years ago as color consultants, using their experience as researchers to develop their color analysis system.

"We read everything and questioned everything," Clark says.

Over time they devised their complete image program and later added the ...

LEVEL 5 - 5 OF 7 STORIES

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Cosmetics and Toiletries

August, 1991

SECTION: Vol. 106 ; No. 8 ; Pg. 69; ISSN: 0361-4387

LENGTH: 15352 words

HEADLINE: Cosmetic raw materials: literature and patent review 1989-1991.

BYLINE: Fox, Charles

BODY:

... cosmetics of pure gold coating powder were covered by Yoshii et al.; 47 the treatment of pigments and their use to impart color to the skin by Schlossman; 48 and the isolation of natural pigments from algae by Karuna-Karan et al.; 49 The use of silk ...

... compounds responsible for offensive body odors was investigated by Kanda et al. 81 Gas chromatography/mass spectroscopy analysis of foot odor showed that short-chain fatty acids, especially isovaleric acid, were responsible for the malodor. Short- ...

... cells of normal epidermis, enter into metabolism and significantly modify endogenous epidermal lipids.

An increase in the moisturizing effect of cosmetic emulsions containing virgin hazelnut oil as compared to the purified oil was traced by Masson et al. to the presence of phospholipids in the virgin oil. 152

Skin Pigmentation

Cosmetics containing chitosan or its hydrolyzates are claimed to inhibit the formation of melanin. Hydrolyzed chitosan resulted in a 96.55% inhibition of tyrosinase. ...

... J 19 (2) 49-54 (1991)(Japanese) 48. ML Schlossman, Treated pigments: new ways to impart color on

the skin, cosm & Toil 105 (2) 53-634 (1990) 49. A Karuna-Karan et al, Natural pigments from ...

LEVEL 5 - 6 OF 7 STORIES

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Cosmetics and Toiletries

December, 1990

SECTION: Vol. 105 ; No. 12 ; Pg. 95; ISSN: 0361-4387

LENGTH: 11653 words

HEADLINE: Skin care literature and patent review 1988-1990.

BYLINE: Fox, Charles

BODY:

... therapeutic properties, by Pardun; 10 and the physiological and nutritional role of vitamins and mineral elements in relation to the functions of normal skin and skin altered by vitamin and mineral deficiencies by Berra et al. 11 The use of polymers in skin cosmetics was reviewed by Idson; 12 biotechnology of pigments, fragrances, water-retention agents and pharmacologically active products for the skin, by Scheidegger; 13 and on the use of tanning accelerators by Raab; 14 and sebum components and application to cosmetics by Ueda et al. 15

On safety of paraben preservatives by Nakamura et al.; 16 on the toxicity and sensitization problems of preservatives used in cosmetics, by Morganti; 17 on skin compatibility of detergents by Heitland et ...

... in a patent assigned to Sansei Pharmaceutical Co., Ltd. 91 Such combinations were tested on humans and are reported to be effective as skin color lighteners. A composition from the patent is shown in Formula No. 28. Another patent application issued to Sansei identifies ...

... released from this compound than from ascorbic acid 2-monophosphate by phosphatases present in the skin.

Baicalein is reported to be an effective skin color lightening agent in a patent assigned to Ichimaru, Co., Ltd. 95 An ointment containing 0.3% of this material ...

... 507), and 1-glyceryl 4-aminobenzoate (Escalol 106) resulting from irradiation by sun lamps was examined by UV spectroscopy. Escalol 507 showed the longest half-life, indicating the highest photostability.

A method for testing contact photoallergy of ...

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Advertising Age

September 4, 1986

SECTION: SPECIAL ISSUE; Pg. 3 Due to the large size of this document, it has been divided into six parts, this is Part 5

LENGTH: 45174 words

HEADLINE: Top 100 eke out 2.7% ad increase

BODY:

... audience, a slightly older woman. In-store computers will help customers select shades of makeup to complement their skin tone.

The Clarion line is seen as helping drive up sales this year. Value Line analyst Marilyn M. Royce predicts ...

... York -- Geopen, Geocillin, Antivert, Atarax -- James Stroup, acct exec.

Cline Davis & Mann, New York -- Glucotrol, Spectrobid, branded ethical drugs -- Jack Slonaker, vp; Jed Beitler, vp-acct exec.

Dorritie & Lyons, New York -- ...

... advertising is handled by 50th Floor Workshop. Ultima II also introduced Pro-Collagen Anti-Aging Complex for face and throat and a creme companion product, Pro-Collagen Anti-Aging Complex for Eyes. Ultima II's color cosmetics scheme for the fall is called Modern Art. Classic Revlon's fall color choices are being promoted as "Wall Street Violets."

Revlon's mass market perfume entry, Scoundrel, received \$1.6 million in media backing, compared with \$2.5 million in 1984, despite the addition of a line extension, a musk-scented version of Scoundrel, in ...

... down from about 40% three years ago. The three suncare lines, Coppertone, Shade and Tropical Blend, meet the gamut of skin tones from deep tanners (Tropical Blend), to burners (Shade) to the in-between (repackaged and reformulated Coppertone). All are waterproof.

The sun products ...

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*      11 PAGES              331 LINES              *
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HEADLINE(COLOR SYSTEM SOFTWARE)

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LEVEL 1 - 2 OF 5 STORIES

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Cosmetics and Toiletries

April, 1994

SECTION: Vol. 109 ; No. 4 ; Pg. 61; ISSN: 0361-4387

LENGTH: 3037 words

HEADLINE: Color system software; making color instrumentation practical; in the development of cosmetics

BYLINE: DeGroff, James T.

BODY:
Computerized color measurement instruments have been used by the cosmetics industry to support traditional visual color and appearance assessment both in the product development process and to control color once color standards have been established. Color formulation and quality control software packages have been developed to provide easy-to-use color measurement and data analysis tools that operate on a personal computer.

During product development, such products as foundation, lipstick, nail polish and hair coloring are judged almost entirely by their color and appearance as applied to the skin, nails, or hair. Once a formulator has made the product formulation decision, a line of colors must be developed to meet various skin, nail, or hair color matches or styles. The product formulator must then blend the matches and define the product colorings. When the line is approved, color standards must be established to assure the product is produced to specification despite changes in quantity, supplier, or production facility.

Throughout this process, color instruments play an important role (Table I). They are required to predict color blends and save the resulting color in digital form. This is particularly important since physical samples change as soon as they are prepared and the skin to which they are applied also changes. With the evolution of color instruments and color theory, computer software is now advancing at a dynamic pace, making the new generation of color systems more practical and economical than ever before.

Color Instruments

Color is a human attribute resulting from:

1. the physics of light,
2. the light absorption/scattering properties of objects,
3. the human retinal response to the light received through the lens of the eye, and
4. human judgment.

Color instruments are designed to generate a predictable light source in the range of light energy where the human responds to this phenomenon called color, and to measure the light energy that is either reflected or transmitted. (Our

visual senses respond only to radiation in the 400 to 700 nm range of the spectrum. This range is commonly referred to as the visible spectrum.) Powders, foundation, lipstick, nail polish, mascara, skin and hair are measured by a reflectance instrument, while perfumes and other clear liquids and films are best measured by transmission (Figure 1).

In the cosmetics industry, color is measured by colorimeters and spectrophotometers available from a variety of manufacturers. Colorimetry deals theoretically with the way a human perceives color based on a broad-band red, green, blue response. Filter colorimeters attempt to emulate this response using interference filters. In contrast, spectrophotometry works with the physics of transmitted and reflected light, and the response of the sensor. A monochromator and some arrangement of detectors is used to split white light into even increments across the spectrum.

The first of the practical commercial color instruments were colorimeters, which were simpler to design and build. From the 1940s to the 1960s, a period of analog electronics and simple controls, colorimeters were the instrument of choice for most cosmetic testing.

Filter colorimeters had several weaknesses. They were vulnerable to the inexact fabrication of glass and other filter media, and changes in construction materials over time. Also, the correlation of output data to human judgement was better in some areas of color space than in others. For example, colorimeters did not work well on high-chroma colors, such as those used in lipsticks and nail color; however, they worked fine for foundations and powders. These instruments were crude by today's standards, but they did allow the user to put numbers on colors and were considered adequate as long as physical samples were available to represent the target color and the test color. However, they did not provide absolute measurement data, which is particularly important when measuring samples of skin or hair, and materials that change rapidly when applied. Spectrophotometers do provide absolute data, and have also been much more consistent in the area of high-chroma colors.

Spectrophotometers had their first application as analytical instruments for the analytical chemist. These analytical spectrophotometers were designed to study precise wavelength responses by scanning light energy from the ultraviolet region through the visual range and into the infrared region of the spectrum. When used in color applications where they were required to scan the full visual range of the spectrum for every measurement, these spectrophotometers were very slow. They were also expensive, and often subject to serious errors and maintenance problems. However, such physicists as Hardy at MIT showed that spectrophotometry provided a wealth of color analysis information when studying colorants and colored objects. The early color matching formula prediction systems developed by Davidson and Hemminger in the 1960s helped prove the commercial value of spectrophotometry for the development of new colorant combinations and the correction of batches of colored materials in a production environment.

During the '60s and '70s, advances in microelectronic technology and silicon diode light detectors allowed the development of a number of abridged color spectrophotometers for practical use. In the '80s the cost and performance of spectrophotometers improved to a point where almost all laboratory instruments sold for color measurement were spectral analyzers of one design or another. The modern spectrophotometer, when used with personal computers and

data analysis software, proves to be a powerful color system. These systems now combine spectral analysis capabilities with the capacity to convert the data to simulate the human response.

The newest generation of color instruments uses solidstate electronics to reduce or eliminate moving parts. State-of-the-art instruments contain computer chips. Many have the computing power of a full computer to manipulate the data, and provide information, control and application output. Recent advancements in color instrumentation include portability and flexibility; in fact, most development activity is expected to come in this area over the next few years. More dependable light sources (as opposed to tungsten and xenon) are also in development.

One of the most promising new technologies uses low cost, long life, light-emitting diodes (LEDs) in a device that creates an optical sensor on an analog computer chip the size of a dime. An LED is like a broad-band laser. When an electrical current (electrons) is sent through the LED crystal, it will produce a predictable amount of light energy (photons). This technology has made the development of a new class of portable, color-measuring instruments possible. Their compactness and cost-saving advantages will bring color measurement of skin and hair products into a new range of practicality.

Color Theory

Color, as perceived by the human eye, starts with the retinal red, green and blue responses. Computer calculations and data analysis are based on this response as defined by research done in the 1920s (published in 1931) and repeated in the '60s (published in 1976). The basic mathematics define the Tristimulus standard human response as the CIE Standard Observer weighted by one or more standard illuminants (Figure 2). (CIE refers to the Commission Internationale de l'Eclairage, the international organization that recommends standards on lighting and color.) A series of mathematical weighing tables are published by CIE, defining standard relative light energies at each wavelength in the visible and near ultraviolet (UV) spectra for average illumination conditions with the most common light sources (i.e., daylight, tungsten, fluorescent). Thus, a computer can predict, from a color measurement, the retina response to that color sample under a variety of lighting conditions. Both the illuminant weightings and recommendations published in Colorimetry and the CIE Standard Colorimetric Observers are widely accepted for practical use in the color field.

Color Judgement

Differing interpretations of how humans judge color have resulted in a variety of mathematical models for determining color difference. Color difference calculations relate to the work of MacAdam (1942) based on visual perception, and to Hunter's L,a,b coordinates derived from colorimeter readings (1958). Controversy over good instrumental numbers but bad visual color (or bad numbers, good visual color) has driven color scientists to further refine color difference equations.

All color difference calculations begin with the same color instrument data. Therefore, we can assume that if we develop a practical set of color difference equations, we can accurately predict the acceptability of a color match. Over the last 15 years, practical equations have been developed, tested and

approved by many industries. In the United Kingdom and the United States the textile chemists have been the most active, and have formally approved an equation called CMC. It is based on the angular derivation of CIELAB (where color space is assumed to be three--dimensional). CMC is expressed in Lightness (L), Chroma (C) and hue (h). L represents the whiteness or blackness of color; C, the saturation of the primary hue (more or less); and h, the pure color: red, orange, yellow, green, blue, violet (Figure 3).

This equation allows the weighting of the relative importance of Lightness to Chroma and hue in determining the overall color difference (called AE, calculated as the square root of the sum of the squares of any of the color difference equations). This and future equations promise to increase the accuracy of predicting color matches with computerized color systems. CIELAB, LCh and CMC are currently the most commonly used color difference calculations for close tolerance work. They derive from the same mathematics and can be used in a practical color-control program for the cosmetics industry.

Color Software Overview

Most color system software is produced by instrument manufacturers to run on their own systems. The newly developed color software discussed here is unique in its ability to connect to most of the color instruments produced in the last ten years. It also offers all the currently accepted mathematical calculations in one package. The software is upgraded as new equations are made available, and the program can be adapted to the user's needs. Once color data has been collected, the formulator can use the data to determine which colors to develop, to predict formulas with the color-matching logic and to save formulas for reference after a line has been developed. This software can be used by production to color-correct batch production, by quality control (QC) to assure that batch after batch meets the approved color standard and by suppliers of colorants to qualify the materials supplied. Contract manufacturers can use it to support product development, QC and production, and to guarantee that lot after lot falls within color tolerances (Figure 4).

Color Management with Color Software

Color management is essential in cosmetics. Color is the most critical variable in cosmetic products, yet it is often one of the least controlled. Product developers need a tool to define what the product should look like, to control production and to ensure that products meet those standards lot after lot. Quality management programs need a tool to gather data in order to define quality expectations and process variables, set controls on the quality definition, monitor the controls and signal quality problems for correction.

Portable instruments, used with this color management software, allow B&D and marketing to gather data on skin and hair color for further analysis. In the lab, this new color system software provides the computer tools to measure color for all types of cosmetic materials, to analyze the data and make predictions for a variety of "what if" scenarios. It provides the latest colorant formulation and match logic for formulating new products and improving the cost of existing products. Once the product has been released to production, the program allows data collection and analysis for inplant QC and for custom manufacturers, as well as providing tools for data collection and conversion, should proprietary programs or central computers be used.

Color Software Detailed

Most color software is written for the DOS or Windows environment. Little if any software of any sophistication for color applications is available for the Apple (Macintosh) platforms. Color software breaks down into several functional modules. First, the software must collect the data gathered by the color instrument. The modern color instrument has its own computer on board which actually runs the device. This internal computer controls the light source, often does the calibration, and stores the proper relationship between the condition of the instrument when first manufactured and the samples that are used to standardize the instrument in the field as it changes over time. The color software programs discussed here have been designed to communicate with a variety of color instruments from many different manufacturers. Standard RS232 serial lines are used to connect the instrument to the standard communications port (COMM) of most IBM compatible personal computers. The color software senses the condition of the color instrument and will demand a calibration before the instrument can be used for color measurement.

Once the color measurement is communicated from the color instrument to the computer, the color instrument's job is finished. Procedures are developed to ensure that the instrument provides reliable data, and that the sample preparation methods and presentation to the instrument are repeated the same way each time. The computer captures the data in random access memory (RAM) and performs calculations that allow the data to be displayed as raw data, in graph form, and as calculated retinal response weighted by one or more illuminants. These calculations are based on color judgement terms that then predict whether a color will be perceived as the same as, or different from, another. When the data has been collected from a group of color measurements, color software provides the tools to review groups of measurements and to compare them to each other. Computer graphics tools are used and color simulations can be created on-screen to show how the colors differ in a visual way. Color data analysis tools allow statistical analysis, "what if" analysis and a variety of data manipulation steps. For the software user who wants to refine this further, tools are provided to convert color software DOS files to ASCII files or ".PRN" files; they can then be imported and analyzed in other spread sheet or statistical process control (SPC) software programs.

Using the Software System

For those who want to use color systems for color formulation and batch correction, a series of steps are involved. First, a set of samples that characterize the colorants and materials to be colored must be prepared. This task is the most important requirement for successful color formulation prediction. The sample preparation method must be repeatable and dependable. Methods have been developed to meet the requirements of specific cosmetic materials applications. These methods vary for foundation, powders, clear liquid blending and hair coloring. After the samples have been prepared, they are measured on the color instrument, and the scatter (S) and absorbance (K) of the colorants across the spectrum calculated. The mathematical models used may relate the ratio of scatter and absorbance, K/S , at different concentrations, or deal with K and S as separate variables. This base data is the characterization that the color software uses to predict the best combination of colorants for a color formulation. To test the accuracy of the colorant characterization, the software automatically tests it against the back-prediction of the colorants and alerts the user to the problem colorants. The final test of a good colorant

Cosmetics and Toiletries, April, 1994

data set is how well the software predicts colors for a series of known mixtures. Since correction calculations are based on a series of color formula comparisons, you should get good batch corrections if you get good match predictions.

After the colorant files have been developed, the color system can be utilized in various stages of product development and production. Applications include new color formulation prediction, rework of waste batches, matching of competitors' colors, development of new lines and support of plant production. When different materials are used-- whether they are colorants, bases or additives--new samples may be required to recharacterize the colorant system. This color formulation technology is currently being adapted for applications in the merchandising of cosmetic products. It is now technically feasible to measure the customer's skin at the point of purchase and match it with foundation. Salons can use this technology to measure the customer's hair color, identify the hair color desired and provide the procedures and materials required to change from the one hair color to another. Lipsticks and other cosmetics can be matched and formulated while the customer waits. These scenarios become even more practical when this formulation technology is combined with a low cost, portable, LED-based color instrument, a personal computer with unique PC-based color software and electronic graphic marketing tools. If the cosmetics industry recognizes the merchandising potential of this technology as the paint industry already has, color instruments could become a key element for the next generation of cosmetic merchandisers.

Reference

Address correspondence to James T. DeGroff, c/o Editor, I Cosmetics & Toiletries, 362 S Schmale Rd, Carol Stream IL 60188-2787 USA.

GRAPHIC: Photograph; Table; Chart; Graph

SIC: 2844 Toilet preparations ; 7372 Prepackaged software ; 3861 Photographic equipment and supplies

IAC-NUMBER: IAC 15175795

IAC-CLASS: Trade & Industry

LANGUAGE: ENGLISH

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LEVEL 1 - 1 OF 1 STORY

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Los Angeles Times

August 30, 1991, Friday, Orange County Edition

SECTION: View; Part E; Page 3; Column 1; View Desk

LENGTH: 987 words

HEADLINE: STYLE: BOUTIQUE OFFERS HELP WHEN YOUR LOOK WEARS OUT;
CUSTOMERS CAN GET IMAGE OVERHAULS FOCUSING ON EVERYTHING FROM LIPSTICK SHADES TO
THE RIGHT TYPE OF PANTY HOSE.

BYLINE: By KATHRYN BOLD, SPECIAL TO THE TIMES

DATELINE: IRVINE

BODY:

Even before one walks in the door of Image Works in Irvine, there are signs that this is no ordinary clothing boutique.

The shop is on the bottom floor of a bank building, not in one of Orange County's many shopping malls, and it's closed on weekends. For most other clothing stores, the hours and location would be suicide.

While drop-in customers are welcome at Image Works, the boutique's emphasis is on one-on-one consultations. The boutique offers head-to-toe make-overs -- complete image overhauls that focus on everything from the shade of one's lipstick to the right type of panty hose.

"We do a lot of listening and we push (our clients) a little bit," says Cecilia Goodman, co-owner of Image Works. "I can't tell you how many times people have said, 'I would have never tried that on.' Change is difficult."

There are no mirrors in the boutique's dressing rooms because the consultants want to see how customers look in the clothes -- a policy that makes some glad they don't sell bathing suits. While most salespeople gush over whatever outfit a customer tries on, Image Works consultants give candid appraisals.

"We're pretty direct. We'll tell you how something looks," says Sandi Clark, Goodman's partner. They once had to tell a customer she was wearing a loose-fitting jumpsuit upside down. They'll also offer tips on how an outfit should be worn and what accessories would look best.

"We'll even recommend the hose and what color shoes to buy," says Clark, although shoes are not carried in the store.

Getting customers to change their looks often requires some coaxing.

"Women get stuck in the image that first worked for them," Clark says. One client had six of the same suits because she liked the style.

"I said 'Susan, you're paying a fortune for your clothes and everyone's wondering why you always wear the same old thing.' "

1991 Los Angeles Times, August 30, 1991

Unsure of how to choose colors, women tend to stick with neutrals such as white, gray, beige and black, making it "much more difficult to make a statement," Clark says.

"We call it the baked-potato look. All she wears is beige. The danger is you can fade into the woodwork."

Clark and Goodman favor strong colors to add flair to a wardrobe. Clark, for instance, pulls an emerald green suit by Jones New York that has a single-button blazer and slim skirt. Someone with a less practiced eye would choose a white or cream blouse to match the suit.

Not Clark.

She selects a deep purple blouse then adds a belt of green and purple braided cord to tie the outfit together. For a dressier look, she switches the purple blouse with a gold Lurex tank top.

Fashions and accessories at Image Works reflect the owners' personal taste. Colors are vivid and the styles are fashion-forward.

"We don't have things that are very traditional in line or style," Clark says.

Among the recent offerings: a cream-colored satin blouse with a bow embroidered on a black satin collar for \$170, Lurex tank tops in silver, gold or a deep copper for \$78, and gold stretch pants for \$140.

They also carried a fun line of sportswear by Platinum called the Las Vegas group, featuring a top with a black-and-white printed gambling motif with dice dangling from an asymmetric hemline, and pedal pushers, pants and blazers all adorned with buttons shaped like hearts, clubs, diamonds and spades.

Accessories included a pair of glitzy beaded earrings with dangling dice or a pair of heart-shaped dangles made from actual playing cards.

"We try to find things not carried everywhere," Goodman says.

The consultants are big on big earrings. Many button-style pairs have large jewels or clusters of rhinestones, some with beaded dangles that detach with Velcro. Thanks to Goodman's encouragement, one woman went from wearing dainty pearl studs to bold dangle earrings that gave her more presence.

Changing one's image involves more than changing clothes.

"Some women say, 'Oh I can't wear that.' But they could if they made other changes," Goodman says.

The consultants have devised a nine-hour "Total Look" program that covers makeup, hair, an accessories workshop in which clients bring in favorite outfits, color analysis, style and line in clothing and a home visit to coordinate clients' existing wardrobe. Cost of the program is \$395.

Before-and-after photographs of program graduates on the walls of the boutique best illustrate the results: One woman went from wearing a pale

1991 Los Angeles Times, August 30, 1991

mauve-colored suit with a short jacket and long flared skirt that accentuated her middle to a straight cobalt blue leather skirt that showed off her legs, a purple sweater and long, slenderizing purple jacket.

To complete the transformation, the consultants helped her change her makeup and update her hair style.

Image make-overs usually begin with a instrument called a spectrophotometer that measures clients' skin color and tone with scientific precision.

"It told me my skin was 4.4. yellow-red with a value of 7.3 and a chroma of 7.9," Clark says. The numbers describe the color family of the skin and whether it's light or dark (value) and bright or dull (chroma).

"It's a color fingerprint," she says.

Customers check their numbers against a book of 200 color samples to find makeup and clothes that will balance their skin.

"It does the same thing with hair, whether it's natural or what we call 'assisted color,'" Clark says.

For the two former schoolteachers, instructing clients on hair, makeup and wardrobe comes naturally. They began their business 12 years ago as color consultants, using their experience as researchers to develop their color analysis system.

"We read everything and questioned everything," Clark says.

Over time they devised their complete image program and later added the clothing boutique because customers wanted clothes to match their new images. They also hold dressing seminars and serve as image consultants to Orange County businesses.

GRAPHIC: Photo, Cecilia Goodman, co-owner of the Image Works, puts makeup on customer Linda Hughes. "We do a lot of listening and we push (our clients) a little bit" at the Irvine boutique, Goodman says. KEN HIVELY / Los Angeles Times; Photo, COLOR, STYLE: The Image Works in Irvine carries a fun line of sportswear by Platinum called the Las Vegas group, but the boutique's emphasis is on head-to-toe make-overs.

LANGUAGE: ENGLISH

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*           4 PAGES           112 LINES           *
*  11:35 A.M. STARTED    11:40 A.M. ENDED        *
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*           EEEEE     N   N       DDDD           *
*           E         N   N       D  D           *
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S2	8683	S1(25N)(PIGMENT? OR DYE? OR STAIN? OR TINCT? OR TINT? OR H- UE? OR CHROMOGEN? OR CHROMA? ? OR CHROMOPHOR? OR COLOR? OR CO- LOUR?)
S3	2053	S2 AND (MEASUR? OR SENS? OR ANALYS? OR ANALYZ? OR EVAL? OR DIAGNOS? OR DX)
S4	1497	S2 AND (DETERMIN? OR COMPAR? OR DET? ? OR ASCERTAIN? OR DE- TECT? OR GAUG?)
S5	229	(S3 OR S4) AND (FACIAL? OR FACE? ? OR VISAG? OR SKIN? OR D- ERM? OR INTEGUMENT? OR EPIDERM? OR PERIDERM? OR ENDODERM? OR - ECTODERM? OR EPITHELI? OR ENDOTHEL? OR PHYSIOGN? OR COUNTENAN- C?)
S6	25	S5 AND (SIGNAL? OR INDICAT? OR SIGN? ? OR CODE? OR INDICAN- T?)
S7	25	ID S6 (sorted in duplicate order)

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7/6/1 (Item 1 from file: 434)

12080141 Genuine Article#: KK118 Number of References: 36

Title: CALCITONIN GENE RELATED PEPTIDE INCREASES THE BLOOD-FLOW OF
PORT-WINE STAINS AND IMPROVES CONTINUOUS-WAVE DYE-LASER TREATMENT (Abstract Available)

7/6/2 (Item 2 from file: 434)

11376113 Genuine Article#: HE295 Number of References: 37

Title: CULTURE AND CHARACTERIZATION OF DENTAL FOLLICLE CELLS FROM RAT
MOLARS (Abstract Available)

7/6/3 (Item 3 from file: 434)

12735173 Genuine Article#: MK689 Number of References: 82

Title: A COMPARATIVE-STUDY OF STIMULUS SELECTION IN THE FILIAL FOLLOWING
RESPONSE OF FRY OF SUBSTRATE SPAWNING CICHLID FISH (Abstract Available
)

7/6/4 (Item 4 from file: 6)
519821 NTIS Accession Number: AD-903 246/7
The Effect of Iodine on the EHD Film and Traction Properties of
Hexadecane in Rolling Contact
(Final rept.)
Distribution limitation now removed.
NTIS Prices: PC A02/MF A01

7/6/5 (Item 5 from file: 434)
12027769 Genuine Article#: KF421 Number of References: 54
Title: FINAL REPORT ON THE SAFETY ASSESSMENT OF SODIUM PICRAMATE (Abstract
Available)

7/6/6 (Item 6 from file: 434)
12181816 Genuine Article#: KT368 Number of References: 36
Title: IDENTIFICATION OF HUMAN INTESTINAL TREFOIL FACTOR - GOBLET
CELL-SPECIFIC EXPRESSION OF A PEPTIDE TARGETED FOR APICAL SECRETION (
Abstract Available)

7/6/7 (Item 7 from file: 434)
12715667 Genuine Article#: MJ199 Number of References: 49
Title: IMMUNOLOCALIZATION OF GROWTH-FACTORS IN THE HUMAN CILIARY BODY
EPITHELIUM (Abstract Available)

7/6/8 (Item 8 from file: 144)
11330690 PASCAL No.: 94-0152210
Intracellular accumulation of collagen VII in cultured keratinocytes from
a patient with dominant dystrophic epidermolysis bullosa

7/6/9 (Item 9 from file: 434)
12817200 Genuine Article#: MR507 Number of References: 41
Title: INTRACELLULAR ACCUMULATION OF COLLAGEN-VII IN CULTURED KERATINOCYTES
FROM A PATIENT WITH DOMINANT DYSTROPHIC EPIDERMOLYSIS-BULLOSA (
Abstract Available)

7/6/10 (Item 10 from file: 434)
12848901 Genuine Article#: MT781 Number of References: 17
Title: OCCUPATIONAL ASTHMA AND IMMUNOLOGICAL RESPONSES INDUCED BY INHALED
CARMINE AMONG EMPLOYEES AT A FACTORY MAKING NATURAL DYES (Abstract
Available)

7/6/11 (Item 11 from file: 434)
11810308 Genuine Article#: JN113 Number of References: 16
Title: PIGMENTED LESIONS AS A SIGN OF PHOTODAMAGE (Abstract Available)

7/6/12 (Item 12 from file: 275)
11232699 *Use Format 9 for FULL TEXT*
TITLE: Print '91 prepress preview: expect a focus on color. (Cover Story)
SOURCE FILE: CD File 275

7/6/13 (Item 13 from file: 144)
01515708 PASCAL No.: 77-0251205
RED CHORDA TYMPANI NERVE IN HERPES ZOSTER OTICUS.

7/6/14 (Item 14 from file: 434)
10826604 Genuine Article#: FJ705 Number of References: 53
Title: THE SOCIAL CONTINGENCY-MODEL AND OLIVE BABOONS (Abstract Available)

7/6/15 (Item 15 from file: 144)
09426874 PASCAL No.: 91-0217251
Skin bioengineering in the noninvasive assessment of cutaneous aging

7/6/16 (Item 16 from file: 2)
02122448 INSPEC Abstract Number: A83104616
Title: Satellite observations of ocean colour

7/6/17 (Item 17 from file: 434)
12038863 Genuine Article#: KF636 Number of References: 46
Title: STRUCTURAL AND SEROLOGICAL SPECIFICITIES OF PASTEURELLA-HAEMOLYTICA
LIPOPOLYSACCHARIDES (Abstract Available)

7/6/18 (Item 18 from file: 2)
02403311 INSPEC Abstract Number: A85034863
Title: Visual pigments and environmental light

7/6/19 (Item 19 from file: 350)
002185705 WPI Acc No: 79-L5659B/50
Breast cancer early diagnosis appts. - comprises heat conductive foil
with indicators changing colour at different temp.

7/6/20 (Item 20 from file: 350)
002143280 WPI Acc No: 79-G3216B/29
Cosmetic selection and display system - has selector for designating
colour imparting cosmetics corresp. to colour index signal

7/6/21 (Item 21 from file: 347)
04337433
DETECTION METHOD OF FEATURE OF FIGURE FOR SURFACE OF SKIN

7/6/22 (Item 22 from file: 347)
04115415
COLOR IMAGE SCALE BASED ON SKIN COLOR

7/6/23 (Item 23 from file: 347)
03245130
METHOD AND APPARATUS FOR MEASURING AMOUNT OF SEBUM

7/6/24 (Item 24 from file: 347)
00921726

MADE-UP SKIN COLOR INDICATING METHOD

7/6/25 (Item 25 from file: 347)
00716105
SKIN COSMETIC
?t7/7/12,20-22,24-25

7/7/12 (Item 12 from file: 275)
DIALOG(R)File 275:Computer Database(TM)
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11232699 *Use Format 9 for FULL TEXT*
TITLE: Print '91 prepress preview: expect a focus on color. (Cover Story)
JOURNAL: Seybold Report on Publishing Systems VOL.: v20 ISSUE: n22
PAGINATION: p13(25)
PUBLICATION DATE: August 23, 1991
ARTICLE TYPE: Cover Story
AVAILABILITY: FULL TEXT Online LINE COUNT: 01560
SOURCE FILE: CD File 275

7/7/20 (Item 20 from file: 350)
DIALOG(R)File 350:Derwent World Pat.
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002143280 WPI Acc No: 79-G3216B/29

Cosmetic selection and display system - has selector for designating
colour imparting cosmetics corresp. to colour index signal

Patent Assignee: (RUBH) RUBENSTEIN, HELENA INC
Author (Inventor): GRAYSON S; SCHAEFER D
Number of Patents: 001
Patent Family:

CC Number	Kind	Date	Week
US 4160271	A	790703	7929 (Basic)

Priority Data (CC No Date): US 844300 (771021)

Abstract (Basic): The cosmetic analyser unit has a colour index section and
a skin index section, with a digital numerical display for each
section. Each section of the analyser contains a number of keys by
actuation of which an individual may answer multiple choice questions
concerning her cosmetic determining characteristics.

As the keys of each section are actuated, the corresponding index
signal is numerically modified in accordance with it, so that after all
the multiple choice questions of a section have been answered. The
corresponding colour index or skin index signal is numerically
displayed.

Derwent Class: T01; T04; P24; R27;
Int Pat Class: A45D-044/00; G06F-003/00

7/7/21 (Item 21 from file: 347)
DIALOG(R)File 347:JAPIO
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04337433

DETECTION METHOD OF FEATURE OF FIGURE FOR SURFACE OF SKIN

PUB. NO.: 05-329133 [JP 5329133 A]
PUBLISHED: December 14, 1993 (19931214)
INVENTOR(s): IMAI HIROAKI

KASHIBUCHI NOBUO

APPLICANT(s): POLA CHEM IND INC [323902] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 04-168629 [JP 92168629]
FILED: June 03, 1992 (19920603)

ABSTRACT

PURPOSE: To determine a characteristic value which enables the quantification of features of a figure of the surface of a skin handily and objectively in a method for detecting features of the figure of the surface of the skin using an image analysis/processor.

CONSTITUTION: The surface of a skin or the surface of a skin replica is observed from all bearings with a highly defined digital color CCD and images thereof are introduced to an image analysis processor. The image analysis processor performs a statistic computation of an average roughness standard deviation at the center line between bearings, a groove interval standard deviation, an added value of average roughness in a specified bearing and at the center line of a bearing facing the specified bearing, an added value of average groove intervals, a ratio of the average roughness standard deviation at the center line between the bearings with respect to the average roughness at the center line in all bearings and a ratio of the groove interval deviation between the bearings with respect to the average groove interval in all bearings, and the computed values are used as characteristic value indicating features of the figure of the surface of the skin.

7/7/22 (Item 22 from file: 347)
DIALOG(R)File 347:JAPIO
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04115415
COLOR IMAGE SCALE BASED ON SKIN COLOR

PUB. NO.: 05-107115 [JP 5107115 A]
PUBLISHED: April 27, 1993 (19930427)
INVENTOR(s): TAWARA KAZUMI
APPLICANT(s): TAWARA KAZUMI [000000] (An Individual), JP (Japan)
APPL. NO.: 03-293751 [JP 91293751]
FILED: October 14, 1991 (19911014)

ABSTRACT

PURPOSE: To enable easy selection of a combination of a color arrangement, a pattern and a material corresponding to the skin color of each person by a method wherein the skin color classified by lightness and hue is indicated in a two-dimensional coordinates system connecting it with a specific color image and a sample example of the color arrangement and others to be selected is indicated.

CONSTITUTION: A rectangular color-indicating column 2 is provided on a sheet 1 and a plurality of small frame columns 3 are provided in the color-indicating column 2. The hues of colors become warmer toward the 'Gold' side and colder toward the 'Silver' side. Skin colors being different in lightness and the hue are indicated a(sub 1) to a(sub 12), and indicating parts b(sub 1) to b(sub 12) which can indicate sample examples of color arrangements, patterns, materials, etc., made to correspond to the indicated skin color are provided in the small frame columns 3 respectively. The indicating parts can be provided in two or more in on small frame column 3, as shown by b(sub 1)A, b(sub 1)B or b(sub 5)A to bCA.

The lightness of the skin and the tone of color of the skin of a given person are determined and the small frame columns 3 are selected. A combination of colors of costume and a combination of colors of makeup being fit for the skin color of the person, for instance, can be known from the sample examples shown in the indicating parts of the small frame columns 3.

7/7/24 (Item 24 from file: 347)
DIALOG(R)File 347:JAPIO
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00921726
MADE-UP SKIN COLOR INDICATING METHOD

PUB. NO.: 57-072026 [JP 57072026 A]
PUBLISHED: May 06, 1982 (19820506)
INVENTOR(s): KANEKO OSAMU
HANADA CHIYOMI
APPLICANT(s): SHISEIDO CO LTD [000195] (A Japanese Company or Corporation),
JP (Japan)
APPL. NO.: 55-148045 [JP 80148045]
FILED: October 22, 1980 (19801022)

ABSTRACT

PURPOSE: To indicate color of a made-up skin by estimating it from reflectivity of a surface made up by applying a coat of a cosmetic onto 2 pieces of smoothness measuring plates which do not absorb oil and moisture contents of the cosmetic.

CONSTITUTION: Onto 2 pieces of smoothness measuring plates which are provided with surface coating so as not to absorb oil and moisture contents of a cosmetic and have reflectivities of $R'g_1(\lambda)$ and $R'g_2(\lambda)$, the cosmetic is applied to a film thickness of X which is permeable at 400-700nm. And, after reflectivities $R'_{(sub\ 1)}(\lambda)$ and $R'_{(sub\ 2)}(\lambda)$ of the coated surfaces are sought by aspectophotometer, compensation of mirror surface of a reflectivity measuring device is made with respect to these reflectivities. An inherent reflectivity $R_{\infty}(\lambda)$ is sought from reflectivities $R_{(sub\ 1)}(\lambda)$, $R_{(sub\ 2)}(\lambda)$, $Rg_{(sub\ 1)}(\lambda)$ and $Rg_{(sub\ 2)}(\lambda)$ which are sought after the compensation, and S is sought from Equation (I) or Equation (II). Further, by calculating a reflectivity R of a cosmetic-applied skin from Equation (III), applying a compensation of mirror surface reflection of the reflectivity measuring device to R , using a stimulation value given from the reflectivity R after the compensation, and calculating a point on coordinates in the Munsell color system or in equilibrated sensible color space, a skin color position is indicated.

7/7/25 (Item 25 from file: 347)
DIALOG(R)File 347:JAPIO
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00716105
SKIN COSMETIC

PUB. NO.: 56-036405 [JP 56036405 A]
PUBLISHED: April 09, 1981 (19810409)
INVENTOR(s): NONOKAWA MITSUO
NAKADA SATORU

APPLICANT(s): NONOGAWA SHOJI KK [463788] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 54-112268 [JP 79112268]
FILED: August 31, 1979 (19790831)

ABSTRACT

PURPOSE: A cosmetic, having a novelty in change of appearance without adversely affecting the body, and comprising phenolsulfonphthalein which is a diagnostic indicator used for renal function as a colorant for the cosmetic.

CONSTITUTION: A skin cosmetic comprising phenolsulfonphthalein expressed by the formula (i.e. .alpha.-hydroxy-.alpha., bis(p-hydroxy-phenyl)-o-toluenesulfonic acid). The compound changes the color tone with pH, and as a colorant makes a cosmetic assume an orange to red color on keeping the pH of the base cosmetic at 7-8. The cosmetic turns yellow on application to the skin. EFFECT: Improved image of the product and increased buying interest.

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Set	Items	Description
S1	326223	COSMETIC? OR FOUNDATION? OR MAKEUP OR MAKE()UP OR ROUG?
S2	8683	S1(25N)(PIGMENT? OR DYE? OR STAIN? OR TINCT? OR TINT? OR H- UE? OR CHROMOGEN? OR CHROMA? ? OR CHROMOPHOR? OR COLOR? OR CO- LOUR?)
S9	533	S2 AND (APP? ? OR APPARAT? OR SPECTROPHOTO? OR SPECTROMET? OR SPECTRO()(METER? OR METRE? OR PHOTOM? OR PHOTO OR GRAPH?))
S10	1353	S2 AND (SPECTROGRAPH? OR DEVICE? OR CONTRIV? OR INVENTION? OR IMPLEMENT? OR INSTRUMENT? OR TOOL? OR UNTENSIL? OR EQUIP?)
S11	355	S2 AND (METER? OR METRE? OR DETECTER? OR DETECTOR? OR INDI- CATOR? OR INDICATER? OR RECORDER? OR SCANNER? OR COMPARAT?)
S12	139	(S9 OR S10 OR S11) AND (FACIAL? OR FACE? ? OR VISAG? OR SK- IN? OR DERM? OR INTEGUMENT? OR EPIDERM? OR PERIDERM? OR ENDOD- ERM? OR ECTODERM? OR EPITHELI? OR ENDOTHEL? OR PHYSIOGN? OR C- OUNTENANC?)

S16 131 S12 NOT S7

16/6/1 (Item 1 from file: 350)
002566607 WPI Acc No: 80-84631C/48
XRAM Acc No: C80-C84631

Cosmetic skin treatment compsns. - contg. acidimetric colour indicators to allow treatment, e.g. pH regeneration of skin to be followed by colour changes

16/6/2 (Item 2 from file: 350)
002031878 WPI Acc No: 78-44922A/25
XRAM Acc No: C78-A44922

Purificn. of Panax ginseng extract - using gel filtration process to increase saponin conc. and remove colouring component; used as pharmaceutical or cosmetic component

16/6/3 (Item 3 from file: 350)
001386272 WPI Acc No: 75-35961W/22
XRAM Acc No: C75-W35961

Cosmetic stick for eye shadow application - with absorbent plug housed in liq. colour recipient

16/6/4 (Item 4 from file: 350)
000526336 WPI Acc No: 66-26901F/00
XRAM Acc No: C66-F26901

Ointment base and skin cream

16/6/5 (Item 1 from file: 347)
04367754
LIGHT GUIDE DEVICE FOR ENDOSCOPE

16/6/6 (Item 2 from file: 347)
04326211
MANUFACTURE OF STAINLESS STEEL FOIL EXCELLENT IN RESISTANT WELDABILITY

16/6/7 (Item 3 from file: 347)
04295512

FLAKY PIGMENT COATED WITH ULTRAFINE BARIUM SULFATE PARTICLE AND ITS PRODUCTION

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04128716
COLOR CONVERTER

16/6/9 (Item 5 from file: 347)
04121199
MANUFACTURE OF AUSTENITIC STAINLESS STEEL GOOD IN SURFACE SKIN

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04121168
PRODUCTION OF VAPOR-DEPOSITED MATERIAL

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04044127
SPECTACLES SELECTION AND DESIGNING SYSTEM

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03886692
THERMAL TRANSFER SHEET

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03795045
EXTERNAL PARTS FOR WRIST WATCH

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03743617
PRODUCTION OF SOLID COSMETIC

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03718583
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03685205
CONTINUOUS AUTOMATIC PRODUCTION DEVICE OF DRESS BELT

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03666736
OCULAR CAP FOR CAMERA

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03652911
SLID COSMETIC

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03622085
THERMAL TRANSFER METHOD AND SEALING LAYER THERMAL TRANSFER SHEET

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03574070
THERMAL TRANSFER PRINT HEAD

16/6/22 (Item 18 from file: 347)
03499972
LOCAL COMPOUND COSMETIC TREATMENT EQUIPMENT

16/6/23 (Item 19 from file: 347)
03457602
COLOR FILTER AND PRODUCTION THEREOF

16/6/24 (Item 20 from file: 347)
03318389
LIGHT SOURCE DEVICE

16/6/25 (Item 21 from file: 347)
03292001
CONNECTOR FERRULE WITH FILTER OF OPTICAL FIBER AND ITS MANUFACTURE

16/6/26 (Item 22 from file: 347)
03248006
COSMETIC CONTAINING LIQUID CRYSTAL

16/6/27 (Item 23 from file: 347)
03233185
CLEANING DEVICE

16/6/28 (Item 24 from file: 347)
03223535
MOLDING OF OPTICAL PART

16/6/29 (Item 25 from file: 347)
03176637
CATHODE-RAY TUBE DISPLAY PICTURE ADJUSTING DEVICE

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03100440
METHOD AND DEVICE FOR INSPECTING FACE OF MAT

16/6/31 (Item 27 from file: 347)

03099412
OPTICAL SYSTEM FOR ENDOSCOPE

16/6/32 (Item 28 from file: 347)
03016785
METHOD AND DEVICE FOR DETECTING FACE IMAGE

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METAL PLATE FOR BUILDING AND MANUFACTURE THEREOF

16/6/34 (Item 30 from file: 347)
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COSMETIC CONTAINING LIQUID CRYSTAL

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16/6/50 (Item 46 from file: 347)
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16/6/51 (Item 47 from file: 347)
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INK DONOR FILM

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02446697
LASER BEAM MACHINING METHOD

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02382922
ELECTROCHROMIC DISPLAY ELEMENT

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02342321
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16/6/59 (Item 55 from file: 347)
02212313
BLACK LIQUID COSMETIC

16/6/60 (Item 56 from file: 347)
02175017
LIQUID CRYSTAL DISPLAY DEVICE

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02161621
OPTICAL SYSTEM WITH VARIABLE LENS FACE

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REMOVING METHOD OF BURR FROM ALUMINUM OR MAGNESIUM ALLOY CAST

16/6/63 (Item 59 from file: 347)
02066892
INK SHEET FOR THERMAL TRANSFER RECORDING

16/6/64 (Item 60 from file: 347)
02046140
SUPPORT FOR PHOTOGRAPHIC PRINTING PAPER

16/6/65 (Item 61 from file: 347)
02023979
COLORED HOLOGRAM SHEET

16/6/66 (Item 62 from file: 347)
01967826
THERMAL DETECTION ELEMENT

16/6/67 (Item 63 from file: 347)
01946608
PLUG OF OPTICAL FIBER CONNECTOR AND ITS PRODUCTION

16/6/68 (Item 64 from file: 347)
01797965
SOLID-STATE COLORED IMAGE PICKUP DEVICE

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01795503
PRDUCTION OF COLOR FILTER

16/6/70 (Item 66 from file: 347)
01574361
FORMATION OF COLOR TRANSPARENCY COPY

16/6/71 (Item 67 from file: 347)
01528928
MANUFACTURE OF PRINTING PLATE

16/6/72 (Item 68 from file: 347)
01528444
RESIN COATED PAPER FOR PHOTOGRAPHIC PRINTING PAPER

16/6/73 (Item 69 from file: 347)
01501206
FILTER FOR PHOTOGRAPHY

16/6/74 (Item 70 from file: 347)
01492426
LIQUID CRYSTAL MULTICOLOR DISPLAY DEVICE

16/6/75 (Item 71 from file: 347)
01485208
CAKE-LIKE MAKEUP COSMETIC

16/6/76 (Item 72 from file: 347)
01362967
ELECTROPHOTOGRAPHIC RECEPTOR

16/6/77 (Item 73 from file: 347)
01274705
ENGAGING TOOL

16/6/78 (Item 74 from file: 347)
01145226
ELECTROLYTIC COMPLEX MIRROR-FACE GRINDING METHOD

16/6/79 (Item 75 from file: 347)
01118554
DETECTION FOR REMAINING AMOUNT OF TONER

16/6/80 (Item 76 from file: 347)
01000522
LIQUID CRYSTAL DISPLAY ELEMENT

16/6/81 (Item 77 from file: 347)
00985059
PERFORMANCE TEST FOR COSMETIC MATERIALS

16/6/82 (Item 78 from file: 347)
00903467
MULTICOLOR ELECTROPHOTOGRAPHIC COPYING MACHINE

16/6/83 (Item 79 from file: 347)
00761222
EXTERNAL PREPARATION FOR DIAGNOSING SKIN PROPERTIES

16/6/84 (Item 80 from file: 347)
00704806
EXTERNAL PREPARATION FOR DIAGNOSIS OF SKIN PROPERTY

16/6/85 (Item 81 from file: 347)
00649575
INK COMPOSITION FOR SKIN MARKING

16/6/86 (Item 82 from file: 347)
00642328
COLORED LEADER TAPE

16/6/87 (Item 83 from file: 347)
00522255
PRINTING DEVICE IN MULTI-COLOR PRINTING MACHINE

16/6/88 (Item 84 from file: 347)
00434326
MANUFACTURE OF PROJECTION SCREEN

16/6/89 (Item 1 from file: 6)
1532211 NTIS Accession Number: PB91-173427/XAB
Walk-Through Survey Report of Lowenstein Dyes and Cosmetics, Brooklyn,
New York, May 23, 1978
NTIS Prices: PC A02/MF A01

16/6/90 (Item 1 from file: 8)
02651635
Title: TECHNICAL EVOLUTION OF KUSTERS CARPET DYEING SYSTEMS.

16/6/91 (Item 2 from file: 8)
02553901

Title: EXTRAORAL MAXILLOFACIAL PROSTHESES MOLDED FROM THERMOPLASTIC CHLORINATED POLYETHYLENE.

Conference Title: Transactions of the Eleventh Annual Meeting of the Society for Biomaterials, in Conjunction with the Seventeenth International Biomaterials Symposium.

16/6/92 (Item 3 from file: 8)
01991687

Title: DIRECTION-DEPENDENT FLUX ANOMALIES IN ASYMMETRIC REVERSE-OSMOSIS MEMBRANES. A THEORETICAL ANALYSIS.

16/6/93 (Item 4 from file: 8)
00935275

Title: EXTRA-ORDINARY DEVELOPMENT OF A SINKHOLE ON THE UPSTREAM FACE OF A FIFTY-YEAR OLD EARTH DAM WITH ASSOCIATED PIPING THROUGH THE FOUNDATION.

16/6/94 (Item 1 from file: 144)
11456766 PASCAL No.: 94-0291568

Measurement of color parameters of psoriatic plaques by narrow-band reflectance spectrophotometry and tristimulus colorimetry

16/6/95 (Item 2 from file: 144)
11151422 PASCAL No.: 93-0660305

Biophysical instrumentation used to evaluate personal care products

16/6/96 (Item 3 from file: 144)
11064752 PASCAL No.: 93-0571761

Comparison of in vitro and in vivo skin permeation of hair dyes

16/6/97 (Item 4 from file: 144)
10964761 PASCAL No.: 93-0474227

Color change in fresh strawberry fruit of seven genotypes stored at 0C

16/t16/7/11,19,22,26,32,34,41,47,76,83-84,94-95

16/7/11 (Item 7 from file: 347)
DIALOG(R)File 347:JAPIO
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04044127
SPECTACLES SELECTION AND DESIGNING SYSTEM

PUB. NO.: 05-035827 [JP 5035827 A]
PUBLISHED: February 12, 1993 (19930212)
INVENTOR(s): TANE HIROSHI
APPLICANT(s): MIKI KK [468726] (A Japanese Company or Corporation), JP
(Japan)
APPL. NO.: 03-135504 [JP 91135504]
FILED: May 10, 1991 (19910510)

ABSTRACT

PURPOSE: To select and design a pair of spectacles by means of a video system.

CONSTITUTION: A means performing color correction of a video image of a person taken in by a video camera to obtain a psychological face color memorized by the person, a means adapting a frame image to the density and saturation of the corrected face color of the person and the direction of a photographing light source, a means deforming the spectacles frame image, and a means changing the hair style, hair color, clothes, makeup of the person in the video image, are provided. The frame and lens can be custom produced by outputting information associated with the frame and lens designed on a screen.

16/7/19 (Item 15 from file: 347)

DIALOG(R)File 347:JAPIO

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03652911

SLID COSMETIC

PUB. NO.: 04-018011 [JP 4018011 A]

PUBLISHED: January 22, 1992 (19920122)

INVENTOR(s): ITO YUJI
KUROTANI NARIYUKI
SHIMA HIROSHI

APPLICANT(s): KAO CORP [000091] (A Japanese Company or Corporation), JP
(Japan)

APPL. NO.: 02-119107 [JP 90119107]

FILED: May 09, 1990 (19900509)

ABSTRACT

PURPOSE: To obtain a solid cosmetic having excellent feeling in use, good spread, good transfer of cosmetic to tool and sufficient strength by compressing and solidifying a mixture of organic extender pigment and powdery wax having a specific melting point and average particle diameter.

CONSTITUTION: A mixture comprising (A) organic extender pigment having minor axis of $1/1-1/100$ major axis and length of $\leq 1/2$ major axis, such as surfactant metal powder, flat or lamellar resin powder, amino acid-based powder or metallic soap powder and (B) powdery wax having 40-200 deg.C melting point and 0.1-100.mu.m, preferably 0.1-50.mu.m, more preferably 1-20.mu.m average particle diameter as essential components is compressed and solidified to give a solid cosmetic such as powder foundation, pressed powder, face powder, cheek rouge or powder eye shadow having soft feeling in use, spread, dry touch and sufficient strength.

16/7/22 (Item 18 from file: 347)

DIALOG(R)File 347:JAPIO

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03499972

LOCAL COMPOUND COSMETIC TREATMENT EQUIPMENT

PUB. NO.: 03-162872 [JP 3162872 A]

PUBLISHED: July 12, 1991 (19910712)

INVENTOR(s): YAMAZAKI IWA0

IZAWA YOSHIHIRO

APPLICANT(s): YA MAN LTD [485086] (A Japanese Company or Corporation), JP
(Japan)
APPL. NO.: 01-302058 [JP 89302058]
FILED: November 22, 1989 (19891122)

ABSTRACT

PURPOSE: To effectively perform the cosmetic treatment of a stain, a freckle, and an eruption, etc., with vacuum suction and temperature up by providing a tip component having a suction port in the center of two conductive materials whose surfaces are divided, and applying the temperature up on it.

CONSTITUTION: The air is sucked from the suction port 6 of the tip component 2 with the control main body of a probe 10 via an exhaust passage 5, a joint, and an exhaust conduit 3, and a heating current to a heater main body embedded in the tip component 2 is supplied from an outside main power source via a wire embedded in the tube wall of the exhaust conduit 3. The temperature of the tip part is increased to around 50-70 deg.C with a heating element embedded in the tip component 11, and a desired part on the skin is sucked in the suction port 6 by the vacuum suction, and impressed voltage and current are concentrated on only that part.

16/7/26 (Item 22 from file: 347)
DIALOG(R)File 347:JAPIO
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03248006
COSMETIC CONTAINING LIQUID CRYSTAL

PUB. NO.: 02-223506 [JP 2223506 A]
PUBLISHED: September 05, 1990 (19900905)
INVENTOR(s): UEDA KIYOSUKE
APPLICANT(s): MIKIMOTO SEIYAKU KK [470806] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 01-043255 [JP 8943255]
FILED: February 27, 1989 (19890227)

ABSTRACT

PURPOSE: To obtain the subject cosmetic capable of color development in the skin temperature range without fail and having an improved water-holding property by dispersing a composition of cholesteryl heptanoate, cholesteryl 12-hydroxystearate, etc., into a transparent or semitransparent cosmetic.

CONSTITUTION: A liquid crystal composition prepared by blending cholesteryl heptanoate or cholesteryl orate with cholesteryl 12-hydroxystearate, or blending a mixture of cholesteryl heptanoate and cholesteryl 12-hydroxystearate with one or more selected from cholesteryl heptanoate, cholesteryl orate, cholesteryl butylate, cholesteryl laurate, etc., is dispersed into a transparent or semitransparent cosmetic. The resultant cosmetic has an apparent fun that color development changes by light, temperature, etc., in addition thereto, shows a beautiful gloss color similar to a pearl, has safety enough to be free from irritation to the skin and has an excellent heat retaining property, etc.

16/7/32 (Item 28 from file: 347)
DIALOG(R)File 347:JAPIO
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03016785

METHOD AND DEVICE FOR DETECTING FACE IMAGE

PUB. NO.: 01-314385 [JP 1314385 A]
PUBLISHED: December 19, 1989 (19891219)
INVENTOR(s): KAWAKAMI HAJIME
MIYATAKE YUKIO
APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP
(Japan)
APPL. NO.: 63-147256 [JP 88147256]
FILED: June 14, 1988 (19880614)

ABSTRACT

PURPOSE: To detect eyes, eyebrows and a mouth area irrespective of the direction of a face which is being reflected by detecting a non-skin color area surrounded by a skin color area as an area candidate corresponding to a feature of the face, at the time of detecting a feature of a face image.

CONSTITUTION: The title device is provided with a face structure collating means 12 for collating a face candidate group which as combined as area stored in an eye candidate group storage means 11 and an area stored in a mouth candidate group storage means 17, with a structure of a face stored in a face structure storage means 15. A candidate of a feature of a face is detected as an area which is not a skin color in a skin color area. That is, for instance, a mouth area being one example of a feature of a face is scarcely hidden by hair, etc., therefore, it is contained stably in a skin color area in a face image, and as for a lip, its color is varied frequently by rouge, etc., therefore, since it is difficult to specify a color of a lip, for instance, a candidate of a mouth is detected as an area being not a skin color which has been surrounded by a skin color area. In such a way, feature areas corresponding to eyebrows, a nose and a mouth can be set correctly.

16/7/34 (Item 30 from file: 347)
DIALOG(R)File 347:JAPIO
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02948609

COSMETIC CONTAINING LIQUID CRYSTAL

PUB. NO.: 01-246209 [JP 1246209 A]
PUBLISHED: October 02, 1989 (19891002)
INVENTOR(s): UEDA KIYOSUKE
OKAWA YOSHIKI
OKUNO YUKIAKI
APPLICANT(s): MIKIMOTO SEIYAKU KK [470806] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 63-071917 [JP 8871917]
FILED: March 28, 1988 (19880328)

ABSTRACT

PURPOSE: To obtain a cosmetic by dispersing a liquid crystal composition containing esters of 2 or more of fatty acids selected from oleic acid, butyric acid, lauric acid and others with cholesterol, and cholesteryl 12-hydroxystearate in a clear or opalescent cosmetic.

CONSTITUTION: The subject cosmetic contains a liquid crystal composition which is composed of the esters from 2 or more fatty acids selected from

oleic, butyric, lauric, decanoic, and nonanoic acids and cholesterol and of cholesteryl 12-hydroxystearate. The cosmetic develops the color very well in the skin temperature zone with no irritation to skins and excellent water retention. In appearance, it is very interesting, because the color changes by light and temperature change and further it is very beautiful, because it has pearl-like luster. The cosmetic is prepared by melting with heat hydroxyl-containing water-soluble substance, fatty acid or its ester and antioxidants and mixing the melt with another melt containing the liquid crystal composition.

16/7/41 (Item 37 from file: 347)
DIALOG(R)File 347:JAPIO
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02792512
PRODUCTION OF MULTICOLOR COSMETIC AND DEVICE THEREFOR

PUB. NO.: 01-090112 [JP 1090112 A]
PUBLISHED: April 06, 1989 (19890406)
INVENTOR(s): TAKEMASA TAKASHI
APPLICANT(s): KANEBO LTD [000095] (A Japanese Company or Corporation), JP
(Japan)
APPL. NO.: 62-244659 [JP 87244659]
FILED: September 29, 1987 (19870929)

ABSTRACT

PURPOSE: To obtain a multicolor cosmetic having a marble-tone pattern, by feeding plural colored raw materials to a packing nozzle, stirring and blending the raw materials by a stirring rod rotatable from the outside and packing a fixed amount of the raw materials from a nozzle mouth to a mold for molding.

CONSTITUTION: Cosmetic raw materials B and C are packed from storage tanks 1 and 2 through feed pipings 3 and 4 to a stirring column 9 of a packing nozzle 8, feed pumps 6 and 7 are operated from a state wherein a stirring rod 12 consisting of a permanent magnet 12A and coating layer 12B applied to the whole face thereof is settled in the cosmetic raw materials, fixed amounts of the raw materials B and C corresponding to amounts to be packed into a molding part 21A of a mold 21 for molding are intermittently sent to the packing nozzle 8 under pressure, simultaneously an electric motor 18 is started, a rotary holder 14 is rotated, the stirring rod 12 is rotated following transfer of a pair of induction magnets 15 and 16, the cosmetic raw materials B and C are blended, a fixed amount of the blended raw materials is packed through a nozzle 11 to the molding part 21A, then cooled and solidified to give a multicolor cosmetic A.

16/7/47 (Item 43 from file: 347)
DIALOG(R)File 347:JAPIO
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02706589
MAKEUP SIMULATION SYSTEM

PUB. NO.: 01-004189 [JP 1004189 A]
PUBLISHED: January 09, 1989 (19890109)
INVENTOR(s): ODAGIRI MASAHIKO
NONOMURA SAKAE
HOSHINO TOMOHIDE

APPLICANT(s): KANEBO LTD. [000095] (A Japanese Company or Corporation), JP
(Japan)
APPL. NO.: 62-158933 [JP 87158933]
FILED: June 26, 1987 (19870626)

ABSTRACT

PURPOSE: To attain smooth simulation in the same sense as an actual makeup by selecting a pattern displayed on a screen and executing the makeup through the operation of a light pen.

CONSTITUTION: The face of a woman 1 executing the makeup simulation is picked up by a television camera 3 and displayed on a display device 4. Light pens 5 in the shape of plural cosmetic tools are connected to a picture processor 100. A shape pattern in a range changing the color of the picture displayed on the display device 4 and the color pattern to be designated are registered in advance on the display device 4 and the registered pattern is designated to apply the makeup by using the light pens 5.

16/7/76 (Item 72 from file: 347)
DIALOG(R)File 347:JAPIO
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01362967
ELECTROPHOTOGRAPHIC RECEPTOR

PUB. NO.: 59-074567 [JP 59074567 A]
PUBLISHED: April 27, 1984 (19840427)
INVENTOR(s): TODA AKITOSHI
OKADA TAKAO
MIMURA YOSHIYUKI
APPLICANT(s): OLYMPUS OPTICAL CO LTD [000037] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 57-183852 [JP 82183852]
FILED: October 20, 1982 (19821020)

ABSTRACT

PURPOSE: To obtain an electrophotographic receptor forming an image high in density and good in gradation, by roughening the surface of a support electrode, forming a photosensitive layer and a surface insulating layer in due order on this roughened surface, and raising the contrast potential of an electrostatic latent image.

CONSTITUTION: The surface of a support electrode 1 made of Al, Ni, stainless steel, is worked to a roughened face 11 with a sand paper or the like. A photosensitive layer 2 containing amorphous Se as a main component, and Te or the like is vapor-deposited on the face 11 by keeping the electrode 1 at about 55c, or a laminate photosensitive layer consisting of a charge transfer layer 21 formed by vapor-depositing Se, and a charge generating layer 22 containing Se and Te. A surface coat layer 3 made of polyester resin is formed on the photosensitive layer. As a result, the obtained photoreceptor can form an image having high contrast and high density through the process of precharging, simultaneous charging and imagewise exposure and latent image formation, and has good durability.

16/7/83 (Item 79 from file: 347)
DIALOG(R)File 347:JAPIO
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00761222

EXTERNAL PREPARATION FOR DIAGNOSING SKIN PROPERTIES

PUB. NO.: 56-081522 [JP 56081522 A]
PUBLISHED: July 03, 1981 (19810703)
INVENTOR(s): KIMURA KUNIKO
FUKUYAMA MASAKATSU
OKAZAKI YASUKI
NAKAGAWA YOSHINORI
APPLICANT(s): KANEBO LTD [000095] (A Japanese Company or Corporation), JP
(Japan)
NIPPON KANKO SHIKISO KENKYUSHO KK [358861] (A Japanese
Company or Corporation), JP (Japan)
APPL. NO.: 54-159436 [JP 79159436]
FILED: December 07, 1979 (19791207)

ABSTRACT

PURPOSE: An external preparation for diagnosing skin properties capable of showing the state of the skin simply and accurately by the change in color of the external preparation and providing the standard on which everyone select a cosmetic fit to oneself, obtained by blending or dissolving a styryl analogous compound in a specific oily compound.

CONSTITUTION: A styryl analogous compound shown by the formula (R(sub 1) and R(sub 2) are alkyl, hydroxyalkyl, etc.; R(sub 3) is H or alkyl; R(sub 4) and R(sub 5) are H, alkyl, NO(sub 2), etc.) is dissolved or blended with an oily substance selected from the group consisting of a hydrocarbon (e.g., paraffine, etc.), higher alcohol (e.g., lauryl alcohol, etc.), fats and oils (e.g., olive oil, etc.), a neutral ester of a carboxylic acid (e.g., hexyl laurate, etc.), to give the titled external preparation. An amount of the compound is preferably 0.0001-1.0wt%. When the compound is brought into contact with the skin, its color is changed by the influence of the sebum discharge, and the condition of the skin is checked depending upon the degree of the change in color.

16/7/84 (Item 80 from file: 347)
DIALOG(R)File 347:JAPIO
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00704806

EXTERNAL PREPARATION FOR DIAGNOSIS OF SKIN PROPERTY

PUB. NO.: 56-025106 [JP 56025106 A]
PUBLISHED: March 10, 1981 (19810310)
INVENTOR(s): KIMURA KUNIKO
FUKUYAMA MASAKATSU
OKAZAKI YASUKI
NAKAGAWA YOSHINORI
APPLICANT(s): KANEBO KESHOHIN KK [471021] (A Japanese Company or
Corporation), JP (Japan)
APPL. NO.: 54-100949 [JP 79100949]
FILED: August 07, 1979 (19790807)

ABSTRACT

PURPOSE: To prepare the titled preparation for the determination of the skin properties with naked eye, easily and accurately, by dissolving a styryl-analog compound in an oily substance selected from hydrocarbons, higher alcohols, oils, fats, and neutral esters of carboxylic acids.

CONSTITUTION: An external preparation for the diagnosis of skin properties, is prepared by adding a styryl-analog compound of formula (R(sub 1), R(sub 2) are alkyl, hydroxyalkyl, etc.; R(sub 3) is H or alkyl; R(sub 4), R(sub 5) are H, alkyl, alkoxy, etc.) in an oily substance selected from hydrocarbons, higher alcohols, oils, fats, and neutral esters of carboxylic acids, and if necessary, adding a nonionic surface active agent, a non-electrolytic polymer, etc. to the mixture. The amount of the compound of the formula in the preparation is preferably 0.0001-1.0wt%. The degree of dryness or oiliness of the skin can be easily and accurately determined with naked eye according to the color change of the preparation after application to the skin. The result of the diagnosis is useful as a guide for the selection of cosmetics to prevent the skin diseases caused by incompatible cosmetics.

16/7/94 (Item 1 from file: 144)
DIALOG(R)File 144:Pascal
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11456766 PASCAL No.: 94-0291568
Measurement of color parameters of psoriatic plaques by narrow-band reflectance spectrophotometry and tristimulus colorimetry
TAKIWAKI H; SERUP J
Univ. Tokushima, school medicine, dep. dermatology, Tokushima 770, Japan
Journal: Skin pharmacology, 1994, 7 (3) 145-150
ISSN: 1011-0283 Availability: INIST-21743; 354000049470410060
No. of Refs.: 12 ref.
Document Type: P (Serial) ; A (Analytic)
Country of Publication: Switzerland
Language: English

16/7/95 (Item 2 from file: 144)
DIALOG(R)File 144:Pascal
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11151422 PASCAL No.: 93-0660305
Biophysical instrumentation used to evaluate personal care products
WILD J E
Hill Top Research, Inc., Cincinnati OH, USA
Journal: Cosmetics and toiletries, 1993, 108 (9) 71-77 (5 p.)
ISSN: 0361-4387 CODEN: CTOIDG Availability: INIST-6219;
354000047719460040
No. of Refs.: 14 ref.
Document Type: P (Serial) ; A (Analytic)
Country of Publication: USA
Language: English
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